

Modern LITHOGRAPHY

OCTOBER - 1954 - VOLUME 22 - NUMBER 10



Permanent Cerulean Blue 433P

Senelith Inks

Were the first lithographic inks
made from dyestuffs
treated with sodium tungstate
for better sunfastness
and are still leading
with their outstanding resistance properties

Our catalog "Inks, Lithographic and Printing" may be obtained on request.

We can make delivery of aluminum plates within three weeks after receipt of order.

The Senefelder Company, Inc.

"Everything for Lithography"

32-34 Greene Street

New York 13, N.Y.



“Out, damned dot! out, I say!”

Lady Macbeth would have been a hell of a lithographer

The dot wants *in* not *out*...

It's murder if you don't preserve the dot...

Buyers expect maximum dot-fidelity, black-and-white or color...

The Tru-Dot Blanket preserves the dot, holds it and reproduces it with maximum fidelity—on any press, any offset paper, regular or the finest coated, consistently and uniformly, from first sheet to last, in black-and-white or color...

So give the buyer what he wants. Turn in your ulcers. Use the Tru-Dot Blanket on *all your presses*.

Yes, all factors considered, the Tru-Dot is the *finest*, the *second-to-none* blanket available for maximum fidelity throughout a run. And that's not our say-so, it is our customers' say-so.

Buy it, try it and compare. Order from any R&P branch below. In red or black, 3-ply or 4-ply.

Please note the new R&P branch in Cleveland.

ROBERTS & PORTER INCORPORATED

General Offices: 555 West Adams St. CHICAGO

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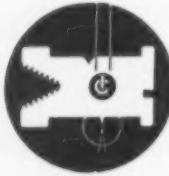
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ALL ORDERS SHIPPED FROM THE R&P OFFICE NEAREST TO DESTINATION

All these
FOTOTTER
type faces
available
now

*If it isn't made by Intertype
 it isn't a FOTOTTER*



INTERTYPE
 CORPORATION

360 Furman Street, Brooklyn 1, N. Y.
 Chicago, San Francisco, Los Angeles
 New Orleans, Boston

In Canada:
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 Montreal, Winnipeg, Vancouver, Halifax

12 point Alternate Gothic No. 3
 8 Alternate Gothic No. 77
 12 Alternate Gothic No. 77
 12 Antique Roman
 8 Bankers Roman A
 8 Bankers Roman B
 8 Baskerville
 12 Baskerville
 8 Baskerville Italic
 12 Baskerville Italic
 8 Bell Gothic
 8 Bell Gothic Bold
 8 Bodoni
 12 Bodoni
 8 Bodoni Italic
 12 Bodoni Italic
 8 Bodoni Book
 12 Bodoni Book
 8 Bodoni Book Italic
 12 Bodoni Book Italic
 8 Bodoni Bold
 12 Bodoni Bold
 8 Bodoni Bold Italic
 12 Bodoni Bold Italic
 12 Brush
 12 Bulmer
 12 Bulmer Italic
 8 Cairo
 12 Cairo
 8 Cairo Italic
 12 Cairo Italic
 8 Cairo Bold
 12 Cairo Bold Italic
 8 Cairo Bold Condensed
 12 Caslon
 12 Caslon Condensed
 12 Catalina
 12 Century Bold
 8 Century Expanded
 12 Century Expanded
 8 Century Expanded Italic
 12 Century Expanded Italic
 6 Century Schoolbook
 8 Century Schoolbook
 12 Century Schoolbook
 8 Century Schoolbook Italic
 12 Century Schoolbook Italic
 8 Cheltenham Bold
 12 Cheltenham Bold
 12 Cheltenham Bold Italic
 8 Cheltenham Bold Condensed
 12 Cheltenham Bold Condensed
 12 Cheltenham Bold Extra Cond.
 8 Clearface Italic
 12 Clearface Italic
 12 Coast Survey
 12 Draftsman's Italic
 12 Embassy (Script)
 8 Engravers Gothic A
 8 Engravers Gothic B
 8 Engravers Roman A
 8 Engravers Roman B
 8 Franklin Gothic
 8 Futura Book
 12 Futura Book
 8 Futura Book Oblique
 12 Futura Book Oblique
 12 Futura Book Condensed
 8 Futura Medium
 12 Futura Medium
 8 Futura Medium Oblique
 12 Futura Medium Oblique
 12 Futura Medium Condensed
 8 Futura Demibold
 12 Futura Demibold
 8 point Futura Demibold Oblique
 12 Futura Demibold Oblique
 12 Futura Demibold Condensed
 12 Futura Demibold Script
 8 Futura Bold
 12 Futura Bold
 8 Futura Bold Oblique
 12 Futura Bold Oblique
 12 Futura Bold Condensed
 12 Futura Extrabold
 8 Garamond
 12 Garamond
 8 Garamond Italic
 12 Garamond Italic
 8 Garamond Bold
 12 Garamond Bold
 8 Garamond Bold Italic
 12 Garamond Bold Italic
 8 Gothic No. 3
 6 Gothic No. 29
 6 Gothic No. 29A
 12 Gothic No. 29A
 12 Gothic No. 29B
 12 Gothic No. 29B
 12 Gothic No. 29D
 12 Gothic No. 29D
 6 Gothic No. 30
 6 Gothic No. 30A
 12 Gothic No. 30A
 12 Gothic No. 30B
 6 Gothic No. 31
 6 Gothic No. 31 Italic
 8 Gothic No. 31 Italic
 6 Gothic No. 31A
 12 Gothic No. 31A
 8 Gothic No. 31A Italic
 8 Gothic No. 31A Italic
 6 Gothic No. 31B
 12 Gothic No. 31B
 6 Gothic No. 31B Italic
 12 Gothic No. 31B Italic
 12 Gothic No. 31C
 6 Gothic No. 32
 6 Gothic No. 32A
 12 Gothic No. 32A
 6 Gothic No. 32B
 12 Gothic No. 32B
 12 Gothic No. 33B
 12 Gothic No. 33C
 8 Gothic No. 106
 12 Gothic No. 545
 12 Goudy Oldstyle
 12 Goudy Oldstyle Italic
 12 Light Litho
 8 Lightline Gothic
 10 Lucia Script
 12 Lucia Script
 12 Lydian
 12 Lydian Bold
 12 Lydian Cursive
 8 Monotone Gothic
 12 Monotone Gothic
 8 News Gothic
 10 News Gothic
 12 News Gothic
 8 News Gothic Condensed
 12 News Gothic Condensed
 12 Nuptial Script
 12 Stuyvesant Script
 12 Times Roman
 12 Times Italic
 8 Utility Characters
 12 Utility Characters
 8 Utility Bold Characters
 12 Utility Bold Characters

Modern LITHOGRAPHY



THE COVER

A. J. Fay (left) who had served as president of the National Assn. of Photo-Lithographers, congratulates his successor, Rex G. Howard, who was elected to the office last month. Mr. Fay is with Western Printing & Lithographing Co., New York, and Mr. Howard is head of the Howard Co., Peoria, Ill.

ROBERT P. LONG
Editor

JOHN A. NICHOLSON
Advertising Manager

CHICAGO OFFICE
333 North Michigan Ave.



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MODERN LITHOGRAPHY

VOLUME 22, NUMBER 10

OCTOBER, 1954

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Address all correspondence to 175 Fifth Avenue, New York 10, N. Y.



ANIMATED INKS!

S&V colors actually put life into any printed job. Available for a complete range of materials and surfaces, their clarity and brilliance stimulate the senses . . . create strong and memorable impressions. By bringing this animated color to your particular printing job, S&V inks can help you achieve outstanding results every time. To insure livelier impressions, rely on colors by S&V!

Sinclair & Valentine Co.

Headquarters and Factory: 611 West 129th St., New York 27, N. Y.

OVER 100 BRANCHES PROVIDE SERVICE FROM COAST TO COAST



Established in 1861

The newest of Fitchburg's fine papers for lithographing is FITCHBURG VELLUM. All the characteristics that make paper outstanding are present in this brilliant white sheet. It offers unexcelled printability and trouble-free press performance. Quality-wise it is among the country's top sheets and value-wise it tops all others.

Write to the mill for complete information, sample sheets and reference to local distributors.

Fitchburg Paper Company

MILLS AND MAIN OFFICE: FITCHBURG, MASS. • NEW YORK OFFICE: 250 PARK AVE., N. Y., 17

Performance Records

*can help you
choose
the right paper*

When a printing paper can match the figures established as industry standards, its performance is like "par for the course." For industry standards are based on *optimum* operating conditions . . . so even *approximating* these standards is considered excellent performance.

See how well St. Regis Imperial Enamel compares even with the exacting industry performance records:

*Record
of the use of
St. Regis 80 lb. Imperial Enamel*

Name of Printer on Request

The Job	An 8-page, 2-color house organ
Quantity	15,000
Forms	8 forms . . . 4 black and 4 color ... run on Miehle Vertical
Sheet Size	12½" x 19"

Results Obtained

A SERIES OF EXHIBITION
PIECES HAS BEEN PREPARED,
DEMONSTRATING THE FINE
RESULTS OBTAINABLE WITH
ST. REGIS FINE PRINTING
PAPERS. A WIDE RANGE
OF SUBJECTS AND
METHODS IS ILLUSTRATED.
SEND FOR A COPY OF
THE IMPERIAL ENAMEL
PAPER DEMONSTRATOR
OR ASK YOUR PAPER
MERCHANT TO
SUPPLY YOU.

Workability Advantages

	Industry Standards	Imperial Performance
Makeready Time	18.4 hours	16.7 hours
Running Time (Impressions per hour)	2,534 per hr.	2,397 per hr.

This two-color House Organ required a maximum of eye-appeal. This meant that any paper selected had to offer good brightness and opacity. For it must reproduce fine-screen halftones from photographs all the way from contrasty to narrow-range. Imperial Enamel's special plasticized surface assured each dot printing cleanly with a minimum of lateral absorption . . . thus making the most of the tonal qualities of every halftone illustration.

St. Regis Printing Papers are manufactured by St. Regis Paper Company, one of America's largest paper manufacturers, with resources ranging from raw materials in its own forest preserves to modern mills and plants and nation-wide distribution.

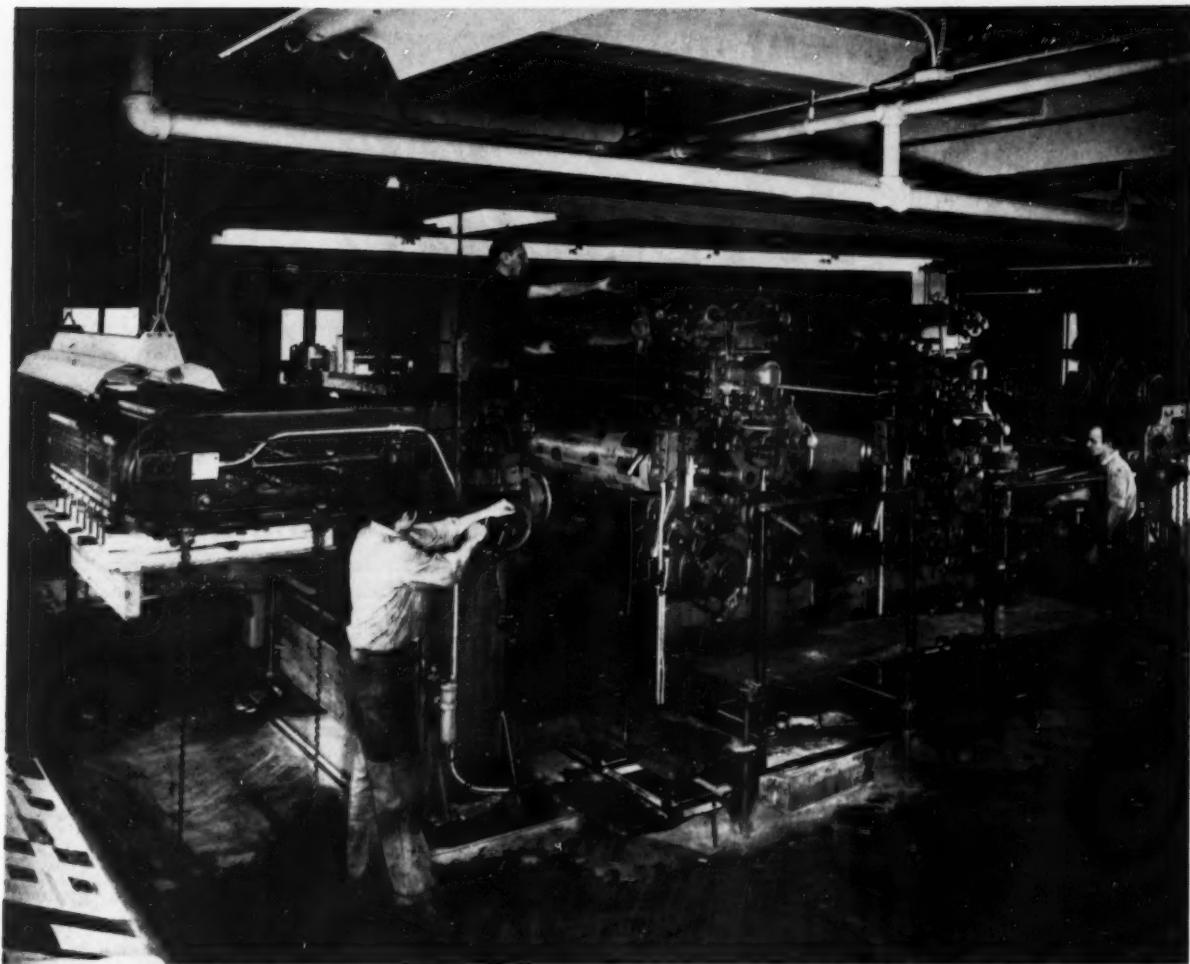


St. Regis Sales Corporation

Sales Subsidiary of the St. Regis Paper Company
230 Park Avenue, New York 17, N. Y.

St. Regis printing papers are backed by performance records

ELIMINATE BREAK-IN with job-designed offset blankets



Velva-Tone—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

VELVA-TONE offset blankets by Goodyear are designed and built to give you quality printing at lower cost. One example of the time and money they save is their elimination of the usual break-in period. You'll find that once these blankets are reeled-in, their full flexibility, uniform gauge and low stretch, combine to give you an immediate start on the actual run.

You'll also find these carefully compounded, synthetic

rubber blankets are easier to put on the press, minimize make-ready, give greater mileage and scrub-up readily. And all this is in addition to remarkably fine reproduction that comes from blankets made to the world's highest standard of quality.

Ask your nearest distributor for further information on VELVA-TONE offset blankets. Or write to Goodyear, Printers Supplies Sales Dept., New Bedford, Mass.

THE GREATEST NAME IN RUBBER

GOOD  **YEAR**
PRINTERS SUPPLIES

We think you'll like "THE GREATEST STORY EVER TOLD"—every Sunday—ABC Radio Network—THE GOODYEAR TELEVISION PLAYHOUSE—every other Sunday—NBC TV Network

SUN SUPPLY

now offers you the most amazing development in the lithographic field

Metalife

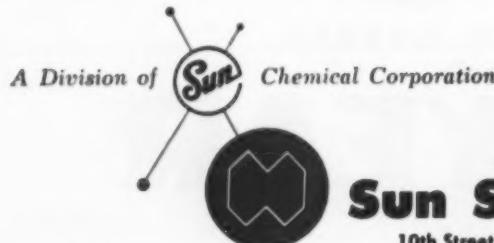
METALIFE crystal clear coatings will coat as least TWICE as many plates per gallon as your present coating and will save 25%-50% of your coating costs. One user reports over 1100 "trouble-free" plates with METALIFE surface coating. Another user reports runs of over 250,000 impressions.

METALIFE coatings contain not more than 0.5% bichromate and are unaffected by changes in atmospheric humidity.

CHECK THESE SAVINGS AND FEATURES . . .

Can you match them in your shop?

Write Sun today
for METALIFE folder.
Address Dept. S2-1051



Metalife Surface Coating 4-26-S

Gives better quality and longer runs than any other surface coating on the market. No change in whirler speed is required—summer or winter—regardless of humidity.

Metalife "Long Run" Coating

Gives deep etch results on grained plates. On grainless plates old work can be removed simply and new job run on same plate without graining. Uses sodium bicarbonate—no ammonia.

Metalife "Polymetalized" Plates

Non-oxidizing surface. Applied to either aluminum or zinc—grained or ungrained. This simple, economical process gives you a surface plate that will produce the same fine quality work and long runs otherwise obtainable only with bimetallic plates. No alcohol is used in the process when plates are made with either METALIFE SURFACE COATING 4-26-S or METALIFE "LONG RUN" COATING.

Metalife "5 in 1" Solution

Have you tried the latest discovery in the lithographic field? If not—try it now! You can use Metalife "5 in 1" Solution as a Concentrated Counter-Etch, Plate Etch, Gum-up and Fountain Etch.

William A. Frangos, Inc.

... the manufacturer of METALIFE, will furnish any customer a signed warranty guaranteeing one year shelf life for these exceptional coatings.

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NOW! Extra printing jobs for YOU!

with
NEW

KLEEN-STIK® FACE-STIK

transparent self-sticking adhesive

- SELLS CUSTOMERS AS THEY ENTER

- BUILDS GOOD WILL AS THEY LEAVE

UNIQUE 2-WAY
SELLING MESSAGE
HITS BUYERS
COMING and GOING!

PERFECT FOR
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- windows • doors • freezer cases • stock cabinets • counters • showcases • glass partitions • car windows • windshields

MODERN LITHOGRAPHY, October, 1954



New, easy, *face-to-the-glass* application for printed displays adds new selling power for advertisers . . . new selling opportunities for you! Kleen-Stik "FACE-STIK" transparent gumming permits printing by regular letterpress or offset process on practically any paper stock—converts to durable, semi-permanent, two-sided display for posting on *inside* of glass. One side completely covered with transparent Kleen-Stik. Lasts longer . . . stays fresher . . . doubles all the famous self-sticking advantages of KLEEN-STIK. Print as you regularly would—send us the sheets.

FAST, EASY APPLICATION . . .

SIMPLY PEEL AND PRESS

Needs no pre-washing of glass — no messing with water, glue, tape or rolls.

WRITE FOR SAMPLES AND PRICES TODAY!

KLEEN-STIK PRODUCTS, INC.
225 North Michigan Avenue • Chicago 1, Illinois
Pioneers in Pressure Sensitives to the Trade

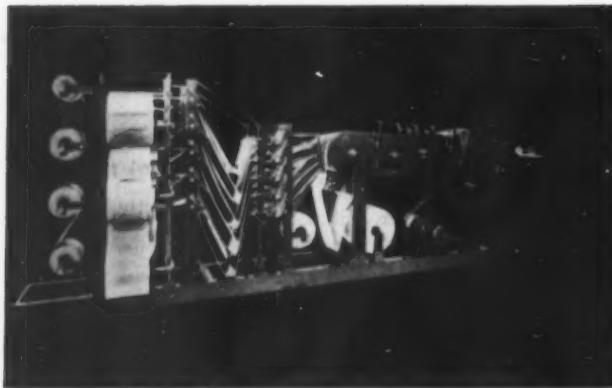
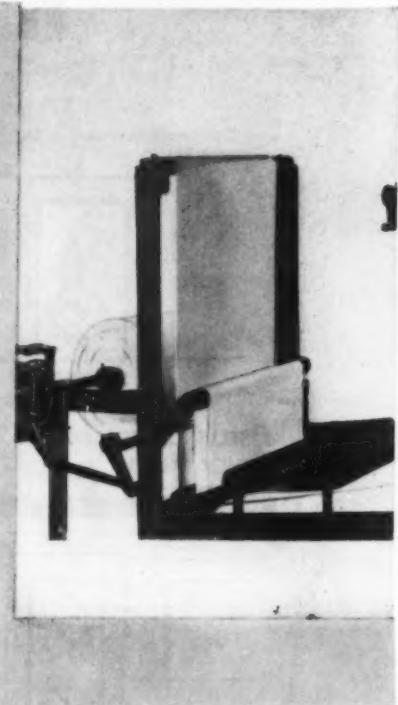
Are you losing BUSINESS

You may be doing just that every day—losing business on forms your present equipment can't compete for. ATF makes the broadest line of special presses designed to produce business forms at low cost.

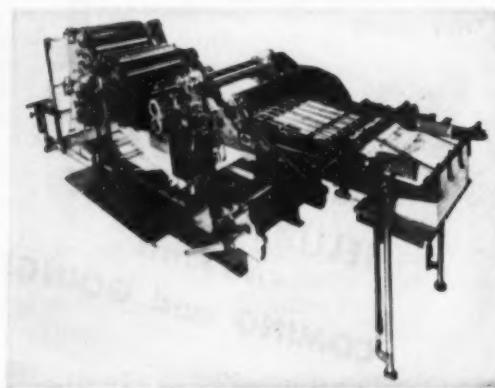
With the world's broadest line to choose from, you'll find any general-duty or special business forms press you need at ATF. You can number, imprint, perforate, line-hole or teletype-punch, carbon spot, carbon interleave, and deliver in flat sheets, zigzag packs, folded forms or rewind—right on the press. Talk about production! You get guaranteed 15,000 revolutions or complete sets per hour.

ATF Webendorfer web-fed know-how is at your disposal. Our engineers are glad to discuss your specific requirements and the custom features that will meet them. Write for our new illustrated brochure on web-fed business form presses and machines. AMERICAN TYPE FOUNDERS, Mount Vernon Division, a subsidiary of Daystrom, Inc., Mount Vernon, N. Y.

W.4.2



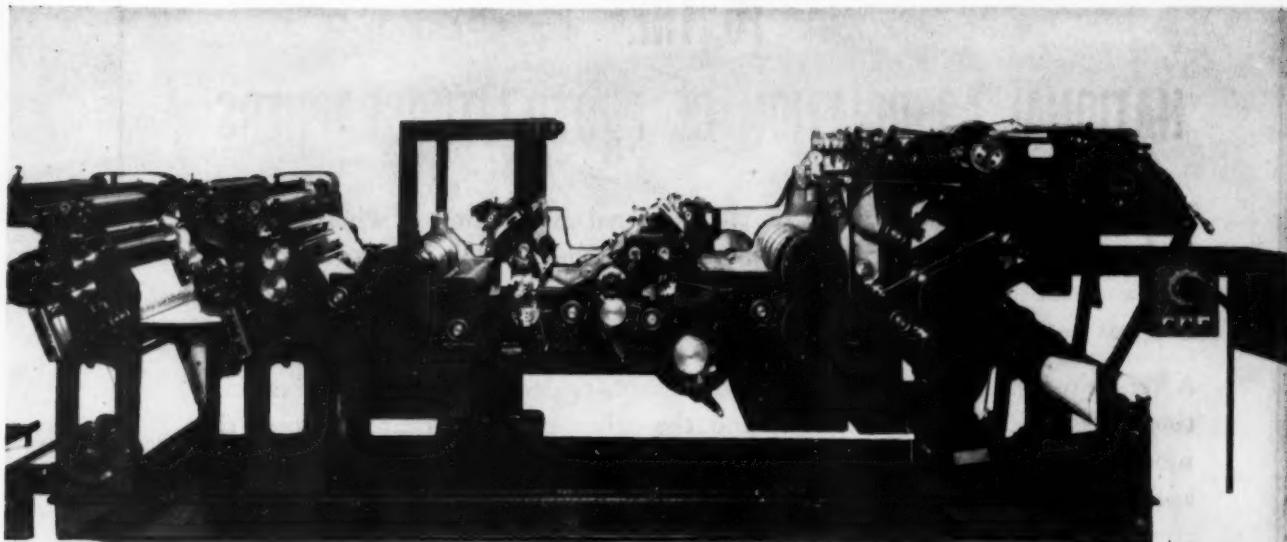
EIGHT PARTS OF PAPER interleaved with seven carbons—come off this ATF rotary collator. Machines which can produce up to 12,000 8½ x 11 sets per hour are available. Continuous form collators, section collators and printing collators also available to register, collate, glue, perforate and cut off finished forms.



SLOW-DOWN FLAT SHEET DELIVERY uses tapes to slow down sheets coming off press at high speeds, to pile delivery. Other available deliveries include former folder for fold-over statements, zigzag folder for continuous forms, and rewind rolls.

ATF'S NEW MOUNT VERNON PLANT for production of web-fed offset, flexographic rotogravure and paper converting machinery.

FORMS printing...



WORLD'S MOST COMPLETE BUSINESS FORMS PRESS prints either snap-outs or continuous forms as well as other form work in offset or rubber plate process. Also numbers, imprints, perforates, file or line-hole punches at more than 500 ft. per minute.

ATF Webendorfer Engineering Know-How gives you:

Custom-built line of business form presses

- General duty, check-, sales- or blank-book presses
- Wet or dry offset, rubber plate and/or stereo printing
- Zigzag or former folder, rewind or flat-sheet delivery
- Snap-out, continuous, printing and sectional collators

Trouble-free flexible operation

- Automatic tension and paper infeed control

- Automatic infeed brake mechanism prevents web breakage
- Running and side register controls between all units
- Simple adjustment for accurate roller setting
- Combination numbering and imprinting unit
- Teletype or line-hole punching unit precision engineered
- Cross and vertical perforators
- Tab cutting and skip perforation

BETTER, MORE PROFITABLE
PRINTING FROM THE
WIDEST LINE OF PROCESSES

Gravure..Letterpress..Offset..Flexographic



A WARM WELCOME TO THE NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

The 22nd Annual Convention of the National Association of Photo-Lithographers has just been written into history. Elsewhere in this magazine you will find a report of some of the sessions. You can see for yourself why this convention has been proclaimed one of the finest ever held.

After seeing NAP-L in action many lithographers decided to join the association. It is to these new members and the others to follow that we extend the most cordial welcome. They have joined a "lithographic family" where new and long lasting friendships will be made; where mutual problems can be discussed and solved; where help is available to everyone seeking answers to lithographic questions.

A willing hard working staff, the officers, directors and membership at large are always ready to lend a hand to better the individual plant or the industry as a whole.

The NAP-L family is a happy and cooperative group. You too will be welcome as a member at any time.

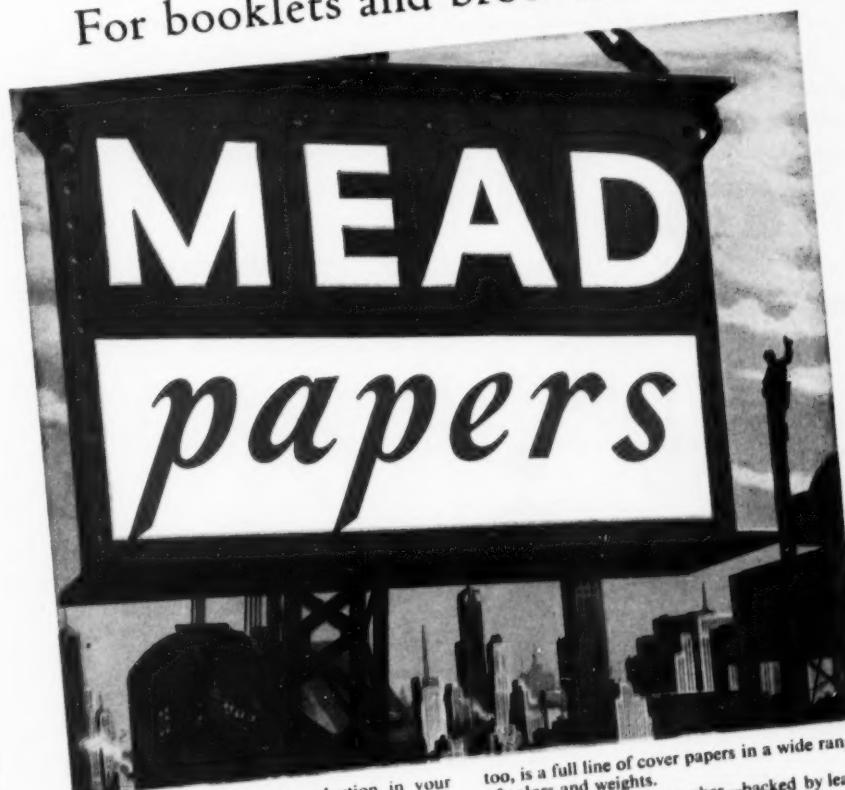
If you want more information, use the coupon below.



**NATIONAL ASSOCIATION
OF
PHOTO-LITHOGRAPHERS**
317 W. 45th STREET
NEW YORK 36, N. Y.

NAP-L, 317 W. 45th St., New York, N. Y.
Please send me complete information about
membership in the association.
NAME
COMPANY
ADDRESS
CITY STATE
No. of Presses

For booklets and brochures . . .



If you demand flawless reproduction in your printed advertising, remember this famous trademark. For booklets and brochures—for all printing—you'll find a Mead Paper that's ideally suited to your needs and budget. Consider, for example, Mead Black & White Enamel, the aristocrat of glossy coateds whose brilliant white surface reproduces textures with the greatest fidelity, and assures meticulous definition. Or, for an economy sheet that's ideal for long press runs and will print with perfection in one or many colors, look to Mead Moistrite Offset. These are but two of the many Mead Papers available for any printing purpose you require. Available,

too, is a full line of cover papers in a wide range of colors and weights.

Your printer or lithographer—backed by leading paper merchants everywhere—will tell you that you can specify and buy Mead Papers with confidence.

We'd like you to see the new Moistrite Offset Folder demonstrating the distinctive new Vellum Finish. It's recommended for booklets, brochures, catalogs and other jobs that must look and feel "just right." Request a copy on your business letterhead.

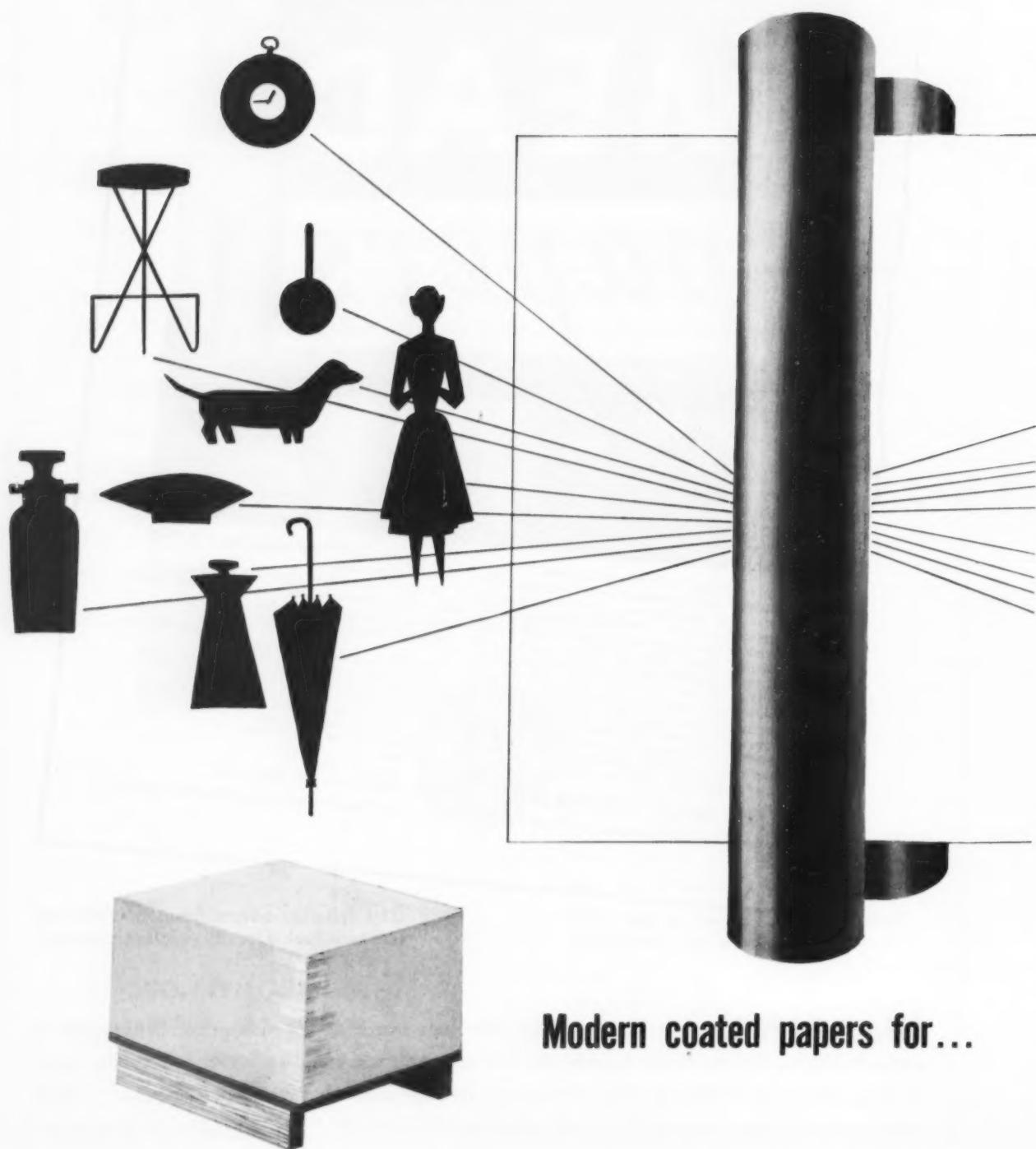


THE MEAD CORPORATION "Paper Makers to America"
Sales Offices: The Mead Sales Co., 118 W. First St., Dayton 2 • New York, Chicago, Boston, Philadelphia, Atlanta

This full-page advertisement in *Time* and *Business Week* is seen by your best customers.

MEAD PAPERS mean business . . . for merchants, merchant-salesmen, printers, lithographers and advertisers. Making Mead Papers—the line and the trade-mark—unforgettable in the minds of those who buy and specify is the job being done through national advertising. Remember . . . Mead Papers mean business for you! **THE MEAD CORPORATION**, "Paper Makers to America."

Everything comes to *life* on



Modern coated papers for...

Kimberly-Clark Prentice Offset Enamel

Prentice is a truly modern paper, *engineered* to give outstanding performance with the newest techniques and inks, on presses new or old. From line to halftone, monotone to multicolor offset, Prentice gives you a sharpness and fidelity that only the most modern paper can provide.

Prentice Offset Enamel balances these fine reproduction

qualities with outstanding dimensional stability, uniformity, strength and all the other factors vital to top performance on the press and in the bindery.

Try Prentice and talk to your Kimberly-Clark distributor about the other outstanding papers listed below. You'll find you do your best on Kimberly-Clark stock!



Modern Lithography: Prentice Offset Enamel, Lithofect Offset Enamel, Shorewood Coated Offset, Fontana Dull Coated Offset.

Modern Letterpress: Hifect Enamel, Crandon Enamel, Trufect Coated Book, Multifect Coated Book.

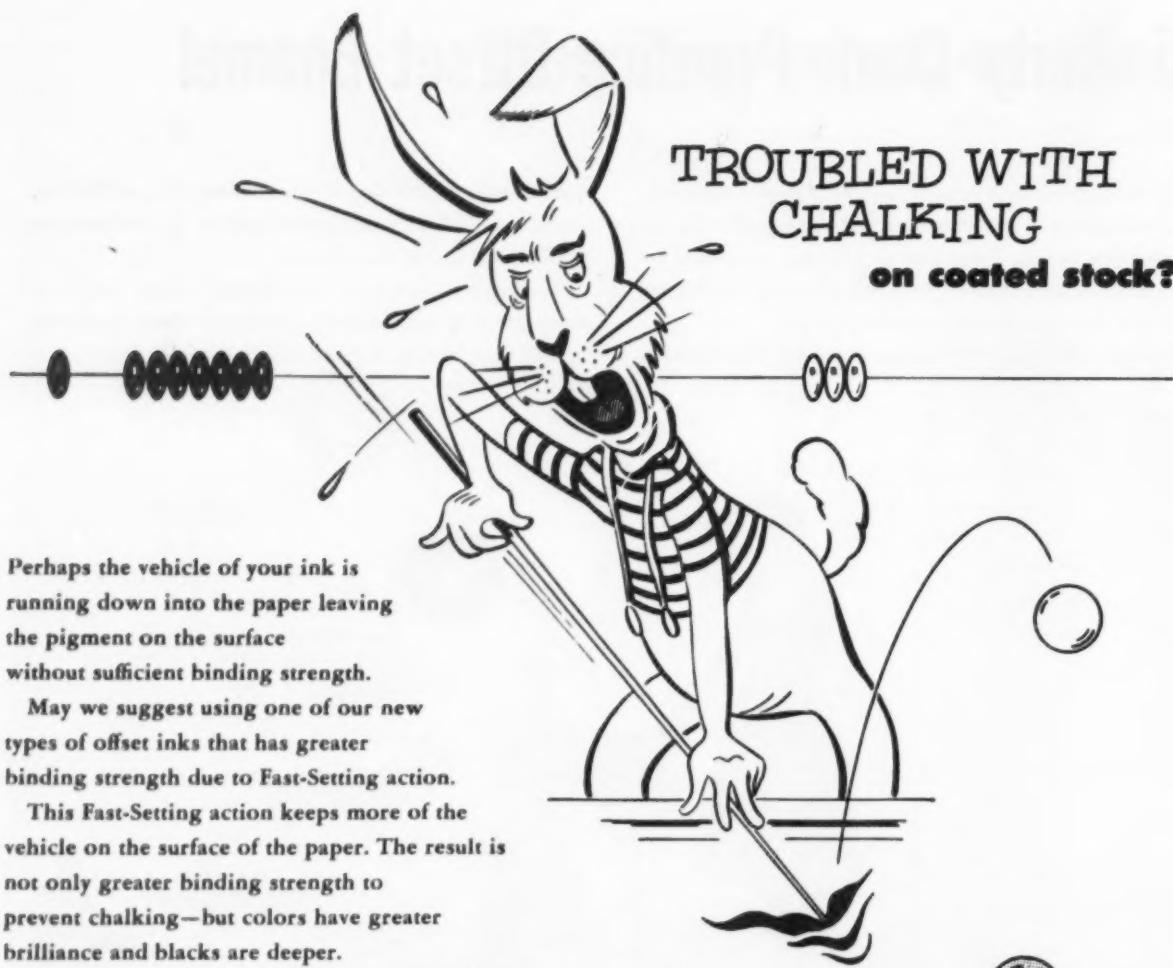
Kimberly Clark

COATED PRINTING PAPERS



Kimberly-Clark Corporation • Neenah, Wisconsin

TROUBLED WITH CHALKING on coated stock?



Perhaps the vehicle of your ink is running down into the paper leaving the pigment on the surface without sufficient binding strength.

May we suggest using one of our new types of offset inks that has greater binding strength due to Fast-Setting action.

This Fast-Setting action keeps more of the vehicle on the surface of the paper. The result is not only greater binding strength to prevent chalking—but colors have greater brilliance and blacks are deeper.

These new GBW offset inks work especially well on high speed two and four color presses. For additional information, write or telephone our Brooklyn or Chicago factories. We invite you to compare these new GBW inks with the finest you are now using.



FREE POCKET MANUAL FOR LITHOGRAPHERS

Edited by recognized authorities to help you solve problems on ink handling, drying time, dampening control, etc. Ask for "Using Ink."

Also try
**DUALL TRANSPARENT
TINT BASE**

the extender that is superior to Laketint and other ordinary tint bases because it is formulated the same as a quality ink. Needs no special binder—sets quickly, dries hard and has good trapping qualities.



GBW INKS

FOR OFFSET • LETTERPRESS • DIE STAMPING

GAETJENS, BERGER & WIRTH, INC.

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- ★ REPROLITH ORTHO VINYL BASE
- ★ REPROLITH ORTHO TYPE B
- ★ REPROLITH ORTHO STRIPPING FILM
- ★ REPROLITH PANCHROMATIC



ANSCO GRAPHIC CHEMICALS, to give you a smoother-working shop

IN THE GRAPHIC FIELD IT'S ANSCO

Ansco

Binghamton, N. Y. A Division of General Aniline & Film Corporation.
"FROM RESEARCH TO REALITY".



Seybold 44" power paper cutter.

What do so many people see in a **Seybold**?

More people use Seybold power paper cutters than all other makes combined.

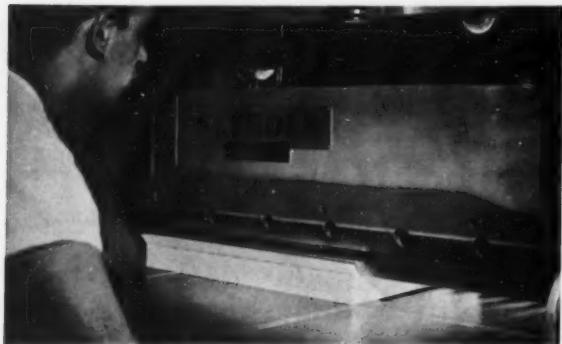
These people have found that a Seybold not only does its job right, but is a sound long-term investment. They have found that a Seybold honestly is a "heavy-duty" machine that's tough enough to stay on the job day in and day out, year after year—the average life of a Seybold is 33.6 years. They have found that a Seybold's trade-in value is consistently higher than that of other cutters the same age, because there is a large and active used-machine market for these dependable cutters. Owners have found that a Seybold seldom needs service—but when it does, it is backed by the largest and best-trained service organization in the industry. And they have found that a Seybold is a safe machine to operate.

When you add these things to a Seybold's ability to keep work moving through the cutting or trimming room, you can see why it's the most extensively used power paper cutter in the graphic arts. And to provide the right machine for every job, Seybold builds the largest and most complete line of power paper cutters in existence. Every one of them is designed and built by power cutter specialists in the world's largest power paper cutter factory—Seybold's own plant in Dayton, Ohio.

To see for yourself how a Seybold can keep costs down and improve your long-term profit picture, take a good hard look at Seybold power cutters and trimmers. Check with your Harris-Seybold representative now—or just clip and mail the coupon.



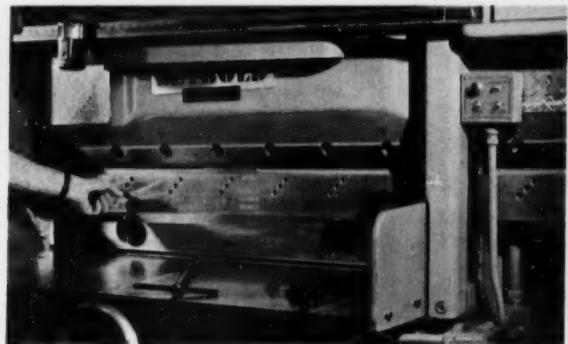
Precise Positioning. Seybold's back gauge is built to run constantly parallel to the knife and square to the side gauges. Even when the back gauge is split for book and pamphlet work, all three faces remain absolutely parallel to the knife. This kind of accuracy comes from experienced engineering, meticulous machining and skillful assembly at the Seybold plant. It means square, accurate cuts every time.



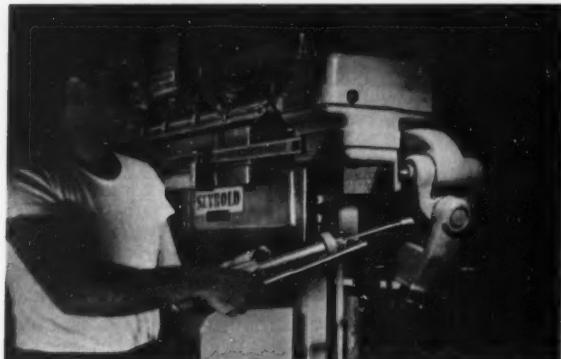
Z-Action Cutting. Correct shear angle, continuous shear throughout the cut, and an even pull on both ends of the knife—that's Seybold's famous Z-Action. Knife slices through pile at an angle which is research-proved to be the most efficient. Double shear starts knife at one side of pile, then shears progressively through stock with minimum effort. Double-end pull carries knife powerfully through pile without chatter.



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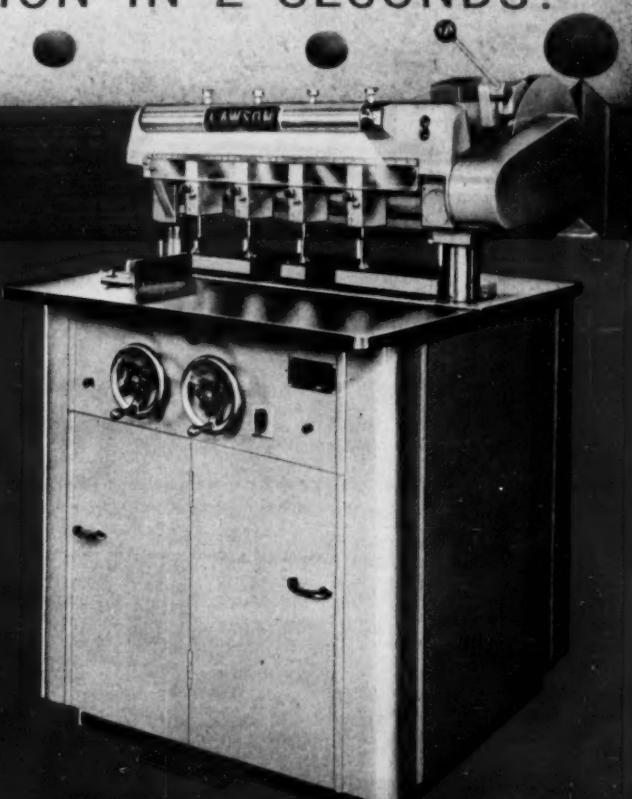
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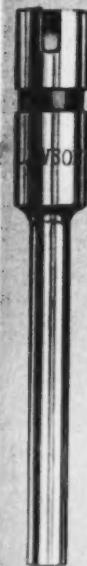
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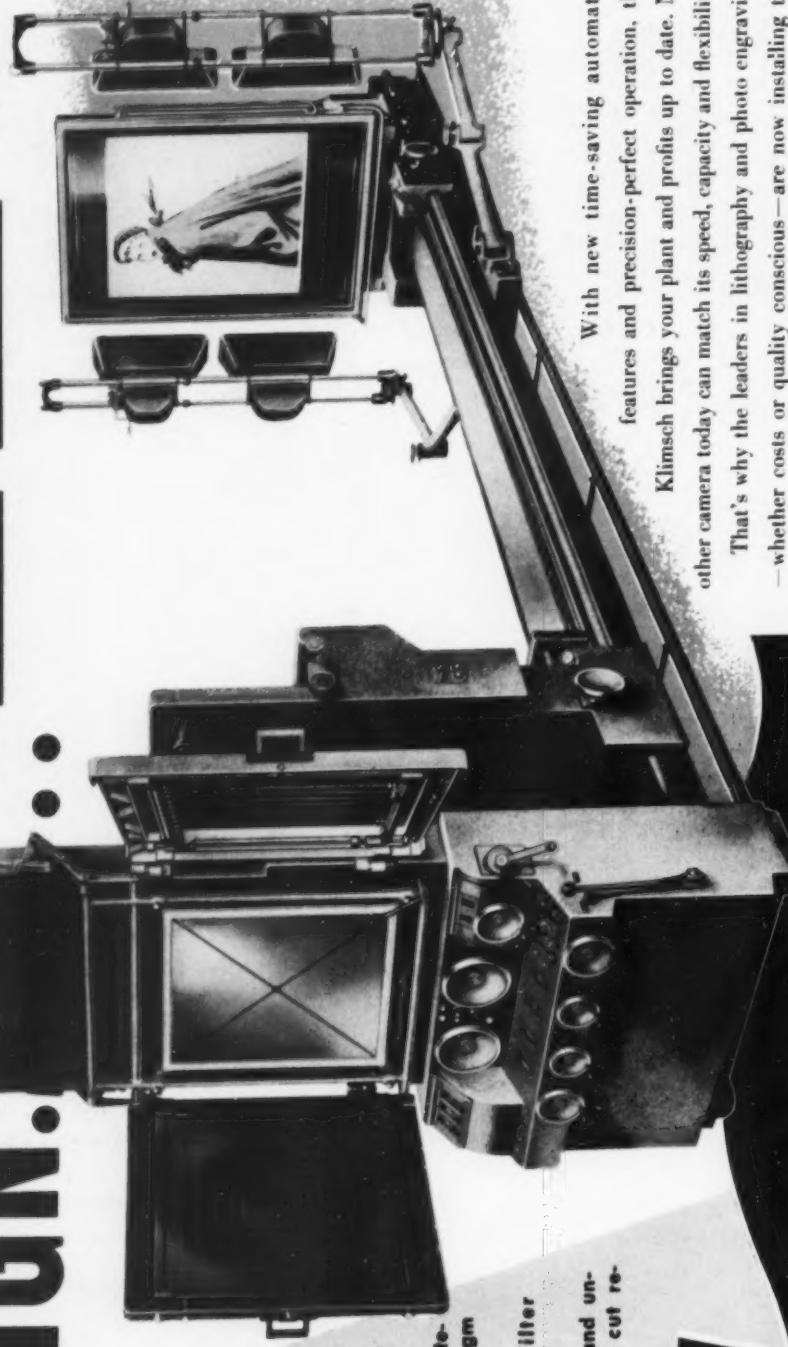
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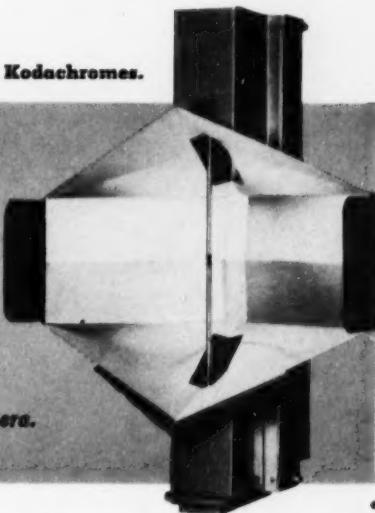
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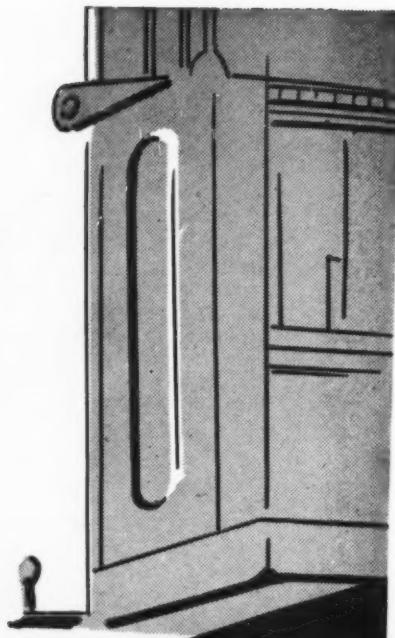
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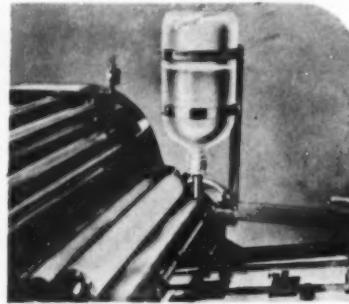
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Editorials

APPRAISAL of color lithography and printing always has been a difficult task, with evaluations under different viewing conditions varying all over the lot. The physicists tell us that all we see anyway on a printed sheet is reflected light, in varying apparent mixtures of color. Light, then, is the key to color appraisal.

A committee of the Research and Engineering Council of the Graphic Arts Industry has just launched a project to collect technical data on color appraisal from leading plants in the field. These data will be based on information obtained from a questionnaire which went out to leading graphic arts plants covering all aspects of color viewing, such as types of lights used, distance from color being viewed, intensity, color temperature, angles of incidence and reflectance, and others.

The data obtained will be compiled in a technical report and a possible standard on color appraisal may result. This will be a valuable service to our industry in these days when so much attention is being given to methods of quality control.

ALTHOUGH the graphic arts industry ranks third among the nation's industries in number of establishments, and is sixth in total number of employees and value added by manufacture, it falls down considerably in the top ranking according to money spent for research. The printing industry spends only 0.017 percent of its sales income for research. This is far below the cellar spot in the big league where petroleum refining spends 0.6 percent, and primary metals 0.4 percent. These two trail in the listings given for all industry. Aircraft leads with 13 percent, and the average is 2 percent.

These figures were uncovered during a project

carried out by a group at the Harvard Graduate School of Business Administration.

"Few printing concerns have had the funds, technical skills, or inclination to undertake research activities," the report states. "Compared with other industries, printing is spending very little on research. Nevertheless, technological progress is being increasingly stimulated by greater demand for speed, volume, and color. Despite these pressures for improvement, there does not seem to be any sense of urgency for progress in the industry. Past improvements and developments have taken place in an orderly manner. Inventions have arisen under pressure from, rather than in anticipation of, needs."

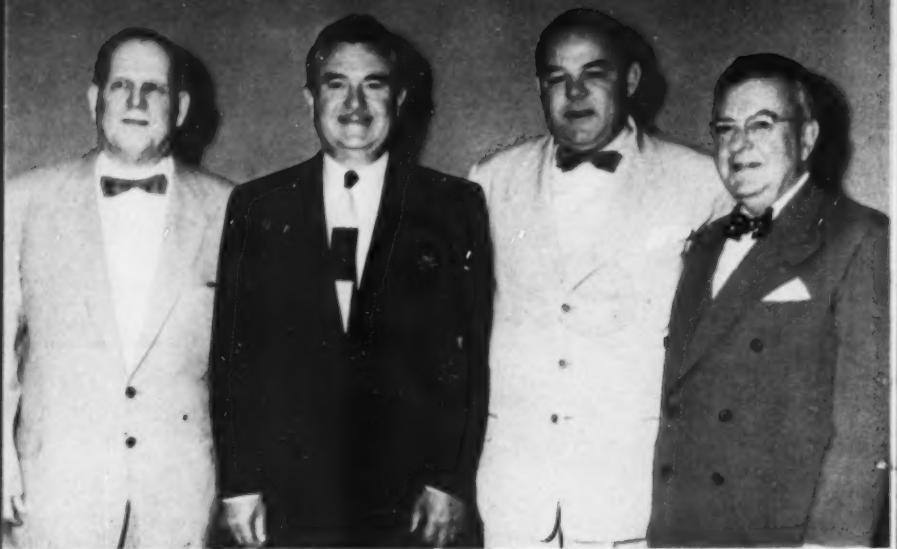
The report points out that because distribution of printed matter is so universal and the frequency so great, the public often fails to grasp the size, scope, and complexity of the printing industry.

With these figures on research in front of us, we are inclined to wonder also if we in the industry grasp its size, scope and complexity.

IF the printing buyers had their way, litho salesmen would be paragons of intelligence and ability. That was the consensus of the buyers on the panel at the NAPL convention last month.

But you can't have everything, as the buyers readily admitted, even as they outlined their requirements for the all-star litho salesman.

Mainly, however, it boiled down to this: If you have a working knowledge of litho, can give an estimate on the spot, if called upon, know your shop and its limitations, and have a good company behind you, you'll get lots of orders to "do it by offset."



OFFICERS. L. to R.: Walter E. Soderstrom, executive vice president; Rex G. Howard, president; George R. Hoover, vice president; and Penn R. Watson, treasurer.

ONE of the best-attended, and best-programmed conventions in its history was staged by the National Assn. of Photo-Lithographers as its members gathered September 22-25 in the Statler Hotel, New York. Registration reached 1320, including the Saturday technical session which played to a standing-room-only crowd of practical craftsmen.

Rex G. Howard, president of the Howard Company, Peoria, Ill., was elected president of NAPL, succeeding A. J. Fay of Western Printing & Lithographing Co., New York. George R. Hoover, Jos. Hoover & Sons Co., Philadelphia, was elected vice president, and Penn R. Watson, Sr., Wm. J. Keller, Inc., Buffalo, was re-elected treasurer. Walter E. Soderstrom continues as executive head of the association, Robert S. Emslie, Jr., secretary, and Frank R. Turner, Jr., cost accountant.

New directors are: George W. Benton, The Meyercord Co., Chicago; Roy Cowan, Southwest Printing Co., Inc., Dallas; Sol D'Alessandro, Horn & Norris, Inc., Cleveland; Clyde K. Murphy, Blackwell Wielandy Co., St. Louis; Stanley R. Rinehart, E. I. du Pont de Nemours & Co., (Printing

Dept.), Wilmington; Bernard S. Rosenstadt, Ardlee Service, Inc., New York; Harry Rudner, National Litho & Printing, Inc., Montreal; William T. Stevenson, Stevenson Photo Color Co., Cincinnati; Otis E. Wells, The Western Lithograph Co., Wichita; and N. Ward Guthrie, Guthrie Lithograph Co., Washington.

Manufacturers of equipment and supplies who exhibited products reported good traffic in the exhibit area and considerable sales activity. Exhibits by nearly 50 firms were located in the hotel's top floor exhibit area adjoining the meeting room. Numerous new products were shown.

William J. Stevens, moderator of the Saturday technical session, was surprised during that session with the award of an NAPL engrossed resolution, citing him for outstanding work in the industry over the years. Mr. Stevens, who now is eastern manager of offset sales for Miehle Printing Press & Mfg. Co., has conducted these sessions for about seven years. He is a past president and past executive secretary of the National Assn. of Litho Clubs. He also formerly was secretary of the NAPL.

Outstanding in the program were three panel sessions. These covered

costs and financial management, developments in lithographic plates, and a discussion by important buyers on "Why we buy lithography." Other talks covered employee relations, purchasing of equipment and supplies, advertising, sales and quality improvement.

The Statler Hotel, Cleveland, September 21-24, 1955, are the announced place and time for the next NAPL convention.

The New York meeting got off to a good start with a "Dollars and Sense Panel", on Wednesday afternoon, under the chairmanship of Frank R. Turner of the NAPL staff. "In the same manner that lithographic management takes physical inventories of paper, film, plates, inks, chemicals, work in process and finished goods, so should the lithographer also take inventory of every phase of his business to insure an adequate income for himself, his stockholders and his employees," said Mr. Turner. "We need sound business thinking when we come up against troubled times and business can be fortified against business adversity."

"It is imperative," he continued, "that one know the cost of doing



DIRECTORS. *L. to R., front row:* Otis E. Wells, Bernard S. Rosenstadt, Walter E. Soderstrom, A. J. Fay, Rex G. Howard, George R. Hoover, Penn R. Watson, Harry E. Brinkman, Merle S. Schaff, and Joseph W. Edwards.

Back row, L. to R.: Harry Rudner, William T. Stevenson, N. Ward Guthrie, Charles E. Mallet, John R. Gordon, Ray M. Jocelyn, Henry Huefner, Paul A. Heideke, Eugene E. Wirth, William H. Glover, Don H. Black, Herbert F. Johnson, Joseph F. Matlack, Victor E. Friedman, and Stanley R. Rinehart.

business — the accurate cost of producing jobs. A lithographic plant sells labor and materials, and of necessity, must sell the overhead needed to supervise and to augment these basic items sold. Regardless of market conditions, overhead must be sold."

"Sound management thinking and a recognition of current problems characterize progressive profit-making lithographic management today," he concluded in introducing the panel discussion.

Irving Orlan, Georgian Lithographers, New York, took up the discussion with an examination of factors that often cause one department to make money while another department in the same company loses money. He stressed the importance of cost finding and cost keeping, as the means of correcting such situations. Management should know its applicable cost figures just as well as it knows the daily current position of cash in the bank, he emphasized. He urged wider use of the aids and systems and services offered by the NAPL.

Robert Boomer of L. H. Philo Co., New York, said that probably the

most important problem facing business today, and lithographers in particular, is the difficulty of making a profit after taxes commensurate with capital investment and sales for the year. There are numerous costs going into plant operation which commonly are overlooked, he said.

In a city like New York, for instance, he said that messenger deliveries can cost from \$2 to \$5 per trip, and often totaling several thousand dollars in a year. Messenger trips should be reduced to a minimum consistent with sales practice, and the total cost established and included in the budgeted hourly cost rates.

The cost of spoilage is another item that often is not included in hourly costs. Cost of spoilage reports can provide useful figures on this, he said. This probably is one of the largest dollar losses, Mr. Boomer stated.

Art work requiring more work beyond specifications, is another source of costs, as is also the plate inventory. Many stored plates can be grained and used again, but some record must be kept of them to keep them moving. Keeping a faster turnover in paper inventory is another

way to reduce costs, he said. He also recommended the setting up of a simple company laboratory for making every day tests of materials.

Other hidden costs mentioned by Mr. Boomer included company gifts, days off before and after holidays, company picnics, promotion campaigns, etc.

The many facets of the question of installing machine accounting systems were discussed by John R. Gordon, president of Winston Printing Co., Winston-Salem, N. C. Mr. Gordon conducted an extensive survey among graphic arts firms to determine what types of machine accounting are in use in the graphic arts industry. Mr. Gordon then gave rather detailed descriptions of how the various systems work, and displayed large illustrations of various machines which are used in graphic arts plants. He recommended discussing a company's needs with qualified representatives of the business systems companies. The question in the final analysis boils down to this, he said, "How much do you want to pay for what figures you want, and how quick do you want them?"



COST PANEL. Seated, (L-R) R. G. Boomer, John R. Gordon, Milton Hudders. Standing (L-R) Saul L. Blackman, Frank R. Turner, Jr., moderator, and Irving Orlan.

STEVENS AWARD. Walter E. Soderstrom (left) makes award of framed citation to William J. Stevens for outstanding contribution to lithography.



TECHNICAL PANEL. Seated, (L-R) Theodore Makarius, Albert T. Kuehn, John L. Kronenberg, John T. Groot. Standing (L-R) William J. Stevens, moderator, Roy P. Tyler, Michael H. Bruno, and Joseph W. Mazzaferrri.

OLD TIMERS' DINNER. NAPL "old timers" get together at Cavanagh's restaurant during convention for aproned feed and old time talk.

Panel talks by Saul Blackman, treasurer, Brett Lithographing Co., Long Island City, N. Y., and by Milton Hudders, vice president, Recording and Statistical Corp., are published in full elsewhere in this issue.

Salesman's Place

The sales function of a lithographing or printing company is an all-encompassing function, said John L. Hallstrom, sales manager of the Edward Stern & Co., Philadelphia.

as he took up "The Salesman's Place in the Printing Dollar." But in spite of this all-encompassing role, he emphasized that the salesman still is only part of the overall function. The salesman is the medium through which other factors are channeled, he

LADIES attending convention had a busy program of social functions and a cruise.



said. It should be recognized, he continued, that when a salesman makes a call, he has all the skill and experience of the plant men behind him, although often a salesman begins to think that he alone is responsible for the sale.

Mr. Hallstrom outlined a new salary plus bonus plan under which the Stern company's salesmen now work. The salary is set, and the bonus is based on the company's net profit. The plan gives the salesmen more dignity, stability and security within the organization, and also provides the incentive needed to produce more profitable business. It eliminates "windfall billing", and also doesn't penalize for a sudden decline in billing. A great deal of interest was shown in this new plan, and Mr. Hallstrom found himself in the midst of a "bull session" which lasted for some time after the regular session. (See page 46 for Mr. Hallstrom's complete paper.)

Quality Improving

"We used to shout for quality as good as letterpress — today we have it better than letterpress," declared Michael H. Bruno, research manager of the Lithographic Technical Foundation, Chicago. There has been an intense effort over the years to bring production up to higher levels, and more recently quality has been rising along with production, he said. Research improves quality as well as production, Mr. Bruno said, as he listed some of the highlights of developments in lithography since the end of World War II.

These included contact screens, motor driven arc lights, light integrators, contact printing light sources, films, and especially vastly improved plates in all categories. "Uncertainty of plates kept lithography out of the big leagues for years," he asserted.

Mr. Bruno expressed the belief that production now is approaching limits, and that improvements in the next few years will be in quality.

J. L. Landenberger, president of the Lithographic Technical Foundation and president of Keterlinus Lithographic Mfg. Co., Philadelphia, was scheduled to speak, but was unable to attend the convention. Brief re-

marks which he prepared were read by Harry E. Brinkman, Cincinnati Lithographing Co., a past president of the LTF. He discussed quality, saying that it goes beyond good reproduction work. "It includes uniformity, accuracy of imposition, margins and binding. Quality is not achieved by wishful thinking. It comes from persistent attention to details, consistent pursuit of standards. It starts with the art and copy, of course, then the combination of skill, right materials, know-how and adherence to the formulae and steps of the process," he said. "In its pursuit," he concluded, "you can save a lot of headaches, down time, unnecessary inspection and other profit leaks."

Taxes

Maurice H. Greenberger, partner, J. K. Lasser & Co., New York, outlined the principal points in the new U.S. tax program, which he termed the most sweeping tax revision in history. In general the requirements have been liberalized for small business. Depreciation allowances have been liberalized, an accumulated earnings "cushion" has been increased, the burden or proof of what a business needs has been shifted from the business to the Internal Revenue Bureau, and the government acknowledges the need for reserves in a business. Mr. Greenberger recommended checking with a tax consultant in order to take advantage of the revisions. There also has been some tightening of regulations, he said.

Human Relations

George A. Mattson, director of labor relations, Lithographers National Assn., New York, said that one of the most important features of a successful labor relations program in a company is its effect on the morale of the employees. It doesn't matter how good management thinks its program is, or how much it is costing, it is ineffective if it doesn't have a day to day manifestation which makes employees conscious of it. Employees want to know company policies on big and little things, they want to know how the company is doing, the outlook for business and its effect on

their jobs. With information comes understanding, he said, so management must see that employees have accurate information. Don't "talk down" to employees, but treat them as intelligent men and women, he urged.

You cannot build a good employee relations program on expediency. Cooperation must be a two-way street, he emphasized. (Mr. Mattson on November 1 will become executive director of the Chicago Lithographers Assn., it has just been announced.)

Three Color

A description of the short run, three-color system developed by Eastman Kodak Co., was described to the lithographers by Robert D. Schulz, of the company. In his talk, entitled "A Practical Approach to Color Reproduction," Mr. Schulz listed the main points involved in the Eastman system:

1. Three special color inks are selected, with a single mask required for the separation process.
2. Contact screens are used.
3. An enlarger, suitable for contact screen work, is employed.
4. Mechanical registration is maintained throughout the operation.
5. There is no hand work.

Mr. Schulz used colored slides to illustrate each of these factors, showing how a job would be executed from start to finish. He said company research had shown that the best printing order for the three colors is yellow, magenta and cyan.

In the process described with the slides, color transparencies of 35 mm. size were used, but the speaker said 8 x 10 transparencies could just as well have been used.

He added that some work has been done on developing a precision type enlarger to be used in the three-color system and that preliminary reports show it to be satisfactory.

During a brief question period he revealed that a variety of inks were used by the company and that Eastman leaned toward use of presensitized plates.

Saturday Tech. Session

A seven-man panel, each man a specialist in some phase of offset lith-



Photos On Opposite Page

1. Harry H. Rudner, Natl. Litho & Ptg. Inc., Montreal, Walter E. Soderstrom and Frank Turner, NAPL. 2. Mr. and Mrs. J. Tom Morgan, Litho-Krome, Columbus, Ga., and C. Weston Simonds, Eastman Kodak Co. 3. Lawrence Littman, Lord Baltimore Press, Baltimore, and Russell Waddell, Harris-Seybold Co., Cleveland. 4. Nicholas A. Minotti, Sam B. Anson, Jr., and Harold Larson, all of Chemco Photoproducts, Glen Cove, N. Y. 5. Rapid Roller men: M. E. Hillison, Tom Dowd, and M. M. Taylor. 6. Arthur Richter, Norman Ruggles and Harry Bergin, all of Dayton Rubber Co.

7. Michael Annick, Edward Reed and Phil Scandi, Rutherford Machinery Div., N. Y. 8. Wm. T. Stevenson, Stevenson Photo Color, Cleveland; Art Tarling, Willmann Paper Co., N. Y.; H. S. Hansen, Litho Chemical & Supply, Lynbrook, N. Y.; Hugh Adams, Roberts & Porter, Chicago; and Charles Spiro, Litho Chemical. 9. A. Hoepner, Gevaert Co. of America; James F. Haydock, Forbes Litho, Boston; J. M. Simeone, Forbes; and Carl Abele, Gevaert. 10. Lars Johansson and James Berry, Philip A. Hunt Company, Palisades Park, N. J. 11. Cliff DuBray, Brooks Co., Springfield, Mass.; Ted Maizus, Anchor Chemical Co., N. Y.; Anthony DiNicola, City Printing, New Haven; Joe Syracuse, A. D. Steinbach Co., New Haven; and Phil Shakespeare, Kohl & Madden, Boston. 12. John T. Horsfall and Frank M. Garrett, duPont Co.; Gerry Urban, Brett Litho., Long Island City; and Henry P. Korn, N. Y.

13. Steward Holford and E. B. Fritz, Azoplate Corp., Summit, N. J. 14. Dan Ryan, Harry Rogers and Joe Corey all of Harry H. Rogers Co., Chicago; and Dick Boever, Coburn & Co., Chicago. 15. Hank Wiener and Walter J. Frick, Strong Electric Co., Toledo. 16. J. Hugh Kuritz, Jr., Frank H. Lines, and Don Clayton, all of duPont Co., and W. Oliver Tripp, W. O. Tripp Co., Boston. 17. Arnold Louis, Alum-O-Lith, Inc., Los Angeles, and Sy Ovryn, Premier Plate Graining, Inc., Chicago. 18. Dan Daniels and Asbjorn Bekke, M. Grumbacher, Inc., N. Y.

ography, carried the Saturday technical session along at a fast information-packed pace. It played to a standing-room-only audience of over 500. Under the gavel of William J. Stevens, the session was sponsored by the Litho Club of New York, the National Assn. of Litho Clubs, and the Lithographic Technical Foundation.

Panelmen were: Joseph W. Mazza-

The panel discussion on the new plate developments is reported on page 45. The printing buyers' panel discussion is summarized beginning on page 51.

ferri, Colorcraft Lithoplate Co., Philadelphia; Roy P. Tyler, Harris-Seybold Co., Cleveland; Albert T. Kuehn, Miehle Printing Press & Mfg. Co., Chicago; John L. Kronenberg, S. D. Warren Co., Boston; Theodore Makarius, Pope & Gray, Inc., Clifton, N. J.; and Michael H. Bruno, Lithographic Technical Foundation, Chicago.

A flood of questions concerning processes and production methods covered a wide range of topics, and by noontime the session was still going strong. The audience voted to continue after a luncheon break, and the questions flowed until mid-afternoon.

Presensitized and other plates came in for considerable discussion. A question of running large solid areas with the presensitized plates was disposed of with the opinion that these plates should run solids as good if not better than conventional plates. They run with much less water, and with less or no grain. The ink and water balance, however, is more critical and must be controlled carefully. Newer materials and controls for making surface plates were discussed, and it was reported that surface plates are coming back into wide use, and are replacing deep etch in some shops. The LTF Sensitivity Guide is a major control factor in making these and other types of plates.

When plates print with a white center dot, especially in deep etch, it often is an indication that the plate has been etched too deeply. Another

cause of this center dot blinding can be too much water in the alcohol used.

Three-color work, without a black plate, brought out considerable interest. To produce satisfactory work in three colors, truer primary colors are needed in inks, better tintorial strength is needed in the inks, and close control is needed in making color separations, as well as in plate-making and presswork. Often it is less costly to add a black plate than to try to balance up three colors.

In rescreening halftones, a screen angle at least 30 degrees off the original angle was recommended. If the angle is less than 30 degrees off, the moire' effect will be much worse.

To place a pit under a press often is a real aid in servicing the press as well as in keeping it clean, the panel members said. To do this, a company should check with building men, architect, engineers, etc., especially on the question of drainage. Sometimes oil and water collect in such pits and cause trouble. Many plants now are placing presses on steel beams to provide more space under the press. Especially in carton plants, this is done to allow for deeper piles for feeder and delivery. Some presses have been raised as much as 30" on I-beams. To cut down climbing and pressman fatigue, some firms have built entire platforms around the press work area. In some cases I-beams have been laid flat, with the ends dammed up, to act as basins for dripping oil and water. Petcocks at various points provide drainage.

This led into a discussion of pressroom cleanliness. Accumulated lint, dust and grease on press bars, frames, and other parts account for many of the printing troubles and imperfections which pressmen encounter, it was said.

The large 76" sheets of paper came under questioning regarding whether they can be cut square, and whether moisture content can be controlled. In such large sizes, cutting will not be absolute. Tolerances are needed because of bowing of cutter knives, and other factors. Moisture content, however, can be controlled as well as in stock of smaller sizes. Paper now

(Continued on Page 115)



Photos On Opposite Page

1. Jack Blades, Acacia Mutual Life Ins. Co., Washington, president, Natl. Assn. of Litho Clubs. **2.** Benito Lagueruela, Editorial Omega SA, Havana, Cuba, and Fred Burttonger, Publicaciones Unidas SA, Havana (on leave from Sinclair & Valentine). **3.** Mr. and Mrs. Lynn Wickland, Army Map Service, Washington. **4.** Paul M. Hinkhouse, Hinkhouse, Inc., N. Y. **5.** Mr. and Mrs. John Kronenberg, S. D. Warren Co., Boston. **6.** David Schukkind and Lester M. Reiss, E. P. Lawson Co., N. Y. **7.** Robert A. Tobias and Dick Manley, ATF, Elizabeth, N. J. **8.** George H. Charnock, Sr. and Jr., Craftsman Line-Up Table Corp., Waltham, Mass. **9.** Theodore C. Fenn, Sr. and Jr., of Fenn & Fenn, N. Y.

10. Fred Adame, R. Hoe & Co., N. Y.; Edward Writer, Eastern Graphic Arts, N. Y.; Cornelius A. O'Brien, Macbeth Arc Lamp Co., Philadelphia; and Albert Ste. Marie, Printers Supply Ltd., London, Ontario. **11.** Howell Lee and Fred Hacker, ATF, Web Div.; and Maurice Chappelle, Amherst Shopping Guide, Williamsville, N. Y. **12.** Fritz Soennecken and Harry A. Grandt, Roberts & Porter; Leo Krebs, National Publ. Co., Washington; and Albert Materazzi, Litho Chemical & Supply Co., Lynbrook, N. Y. **13.** Howard A. Bergh and George Murphy, Minn. Mining & Mfg. Co., Minneapolis; Clarke J. Fitzpatrick, Geo. Keller, Inc., Baltimore; and J. L. Young, Young-Phillips Sales Co., Winston-Salem, N. C. **14.** Tom Burns, Roberts & Porter, N. Y.; L. S. Florsheim, Robertson Photo-mechanix, Chicago; and Robert Press, R & P. **15.** From Roll-O-Graphic Co., N. Y.; Vic Troisi, Herb Jacobs, and Julie Graifman.

16. Warren Walker, Gaetjens, Berger & Wirth; Norris C. Baker and Glenn Curtis, both of Litco Offset, Boston. **17.** Howard Cantwell, Crown Cork & Seal Co., Baltimore; Norman C. Bernhardt, Niagara Litho, Buffalo; and Tom Bowden, Roberts & Porter, Baltimore. **18.** Chester Woods, John Markward and Frederic Binnick, all of S. D. Warren Co., Boston. **19.** George Carnegie, Consolidated Litho. Corp., Carle Place, N. Y., and Harold Gegenheimer, Wm. Gegenheimer Co., Brooklyn. **20.** Joseph Gelb of Jos. Gelb Co., George Durar, Harold M. Pitman Co.; Herbert Gelb; and Thomas W. Witman, Southern Graphic Arts Supply Co., Atlanta. **21.** Richard H. Scott, Miss Dorothy Peterson and Maurice A. Leverault, all of Sinclair & Valentine Co., N. Y.

What's New in Plates:



Seated (L-R): Dr. Anthony George, T. A. Dadisman, Chester Gramstorff, C. D. Harman, and M. L. Gebhart. Standing (L-R): Dr. Paul J. Hartsuch, Carroll Weber, Bernard Sears, moderator, E. B. Fritz, Bert L. Menne, and Albert R. Materazzi.

Presensitized offset plates spark discussion

SUMMARIES of five of the leading presensitized plates, as well as discussions of several other plates and coatings, at the NAPL convention provided a review of many of the somewhat spectacular offset plate developments of recent times.

Bernard Sears, Graphic Arts Corp. of Toledo, Ohio, presided at this session, as representatives of ten companies presented outlines of their products.

M. L. Gebhart, Minnesota Mining & Mfg. Co., St. Paul, Minn., outlined four points to consider in using new plates. They are: 1. How fast can the plates be prepared? 2. Cost. 3. What press life? and 4. Must quality be sacrificed to obtain points 1 to 3? The 3M presensitized plate can be prepared from package to press in three to five minutes, and the cost is approximately one-half that of conventional plates. The 3M plates have a grainless surface, and require only about one-half as much fountain solution on the press, and there is less emulsification as a result. Plates have long shelf life, and each package is dated. He said his company has four presses in use at all times testing the plates.

C. D. Harman, Harris-Seybold Co., Cleveland, said the new Harris presensitized plate has extended shelf life, has a visible bold black image, is grainless, additions and deletions can be made quickly and easily, and it offers the economy of two side use. The plates were described as heavy-duty ranging from .009 to .012" thick aluminum. They require five minutes from package to press, and require no counter-etching, no pre-etching, no whirling, and no special equipment. Like most of the presensitized lines, they are offered in sizes up to and including those for the 22 x 34" press.

E. B. Fritz, Azoplate Corp., Summit, N. J., described the Enco presensitized plate as the first of this type of plate, having been developed and brought to the U.S. as the K & E plate. It is diazo coated on an aluminum base. It originally was an acetate base, but this was not dimensionally stable. The first plates were made from negatives, but now aluminum positive plates also are available. The positive plates have the same advantages as the others—five minute preparation time, simple processing

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How NOT to make a 'Quick Buck'

The Salesman's Place In The Printing Dollar

*By John L. Hallstrom **

Vice-President and Sales Manager
Edward Stern and Company

IN TAKING the topic of "The Salesman's Place in the Printing Dollar" I have done so for the explicit purpose of discussing sales compensation, in preference to talking about other more specific methods for increasing sales. It is certainly agreed that the matter of sales compensation directly affects the character and the productivity of the sales organization, and specifically qualifies the net profit factor in the over-all sales dollar.

Extensive discussions with other printing executives together with our own organizational experience fully persuade me that the matter of sales compensation is a chronic problem throughout the industry. It is felt that one company's solution would be of interest and some value to others. Since sales compensation obviously involves salesmen, and since such plans have a profound influence on inter-departmental relations, perhaps the best preface to the discussion would be a delineation of the characteristics which I have observed in salesmen generally, together with some remarks about the reactions of the internal organizations to salesmen. Let me say right here that I do not maintain that the observed faults of salesmen are necessarily constitutional nor do I believe that negative reactions maintained by the internal organization are unchangeable. Let me place my observations on the record first and from these endeavor to draw some conclusions.

On the part of salesmen, both in our own and in other companies, and in attitudes expressed by job applicants, I have found one or all of the following characteristics:

Characteristics of Salesmen

Salesmen are rarely interested in group or organizational success.

Generally speaking they look only to their gross volume on which their commissions are based.

For the most part they lack net profit orientation.

To a man they tend to consider their customers as their own personal accounts and not the company's.

In their implicit belief that the customer is always right the most highbinding crook could become a prince among men if he gave them an order; and his company is callous, insensitive and shortsighted if such a hypothetical customer's foibles were to any degree questioned.

Internal Reaction

With respect to the reaction of most internal organizations, I have observed these general impressions.

It is felt that salesmen are a special type of screw-ball carousing through life on an expense account, with most of their work done for them while they collect the gravy.

It is felt that salesmen are fundamentally irresponsible individuals and their interest in their commissions, to the exclusion of all other factors, is resented.

The tendency is to coddle the producing salesman for fear he will leave

and take his customers with him, and as a result "you put up with a lot"; or if the salesman is currently nonproducing, he is an intolerable expense and you don't put up with anything!

The unfortunate result of these and other attitudes and characteristics, some of which are undoubtedly true and others of which seem to be true, is that the customer is often viewed through this haze and the real or assumed faults of the salesman become associated with the customers whom he serves.

Now you may apply any or all of these characteristics or reactions to your own organizational setup, or you may feel that my descriptions are overdrawn or in specific cases unjustified. They give, however, a sketchy, composite picture of a feeling of mutual distrust and misunderstanding which I believe exists.

I place no blame on either salesmen or the rest of the organization for the existence of these apparent attitudes. I believe they exist or appear to exist essentially because of one main reason and that is the industry's apparent preference for compensation plans based on commissions figured on sales.

I do not blame management's resentment or, if that is too strong a word, management's perplexity, because from the management standpoint the straight commission deal is no good. It must inevitably create

* Before the annual convention of the National Assn. of Photo-Lithographers, New York, Sept. 22-25, 1954.

misunderstanding of the salesman and his function throughout the entire organization. I do not blame their apparent self-centered attitude on the salesmen themselves, since the straight commission deal *must* create an egocentric point of view. Give a man a compensation plan based on straight commission and offer no other security to him and he is hardly worth his salt as a business man if he does not scrounge for every cent he can lay his hands on.

Compensation Needs

It is my belief that the answer to sales compensation, *to make sense*, must be a plan which offers stability and security to the salesman and at the same time be equitable to the balance of the organization of which the salesman is a part. It must be a plan predicated upon the very reason for business itself, namely, the production of a net profit.

Such a plan must be calculated in recognition of the concept that the sales function is an all-encompassing one in which the salesman, as such, is but a part—a vital, critical and enormously important part, but nonetheless a part.

The salesman does not put a job in front of the camera. He does not strip or opaque. He produces no color match, runs no press. He provides no financing and does not carry the overhead load of the organization whereby his product is made possible. He does not produce the quality of which he speaks in his presentation. His hands do not hold the know-how of which he boasts.

These things, *together* with the salesman's understanding of his business, of his customer's requirements and, most importantly, of his company's capacity to realize these requirements, are the heart of the sale. *These*, all working in harmony, are the product we sell. The salesman is the medium through which a comprehension of these factors is projected to the customer whom he develops. A salesman is good or bad, in the long run, to the degree that he performs this function often well. I want no customers buying my salesmen's curly hair or manly chest.

Both have a tendency to drop out of register.

Deliver a bad job and the salesman will cry that you have lost his customer for him and in that cry he recognizes his conditional position. Deliver a good job and the recognition of the vital function of all participants fades, as the salesman collects his commission for *his* sale to *his* customer and collects it whether his company makes a profit on the sale or not; collects it whether the customer is slow pay or not; collects it whether a foreman produces a miracle of a schedule or a planner or estimator spends his weekend working out the angles that made the order possible in the first place or acceptable to the company. Is there any wonder that resentment or perplexity is felt by the balance of the organization who work on a salary basis?

Should salesmen act this way or are they, as a group, congenitally self-centered and unreasonable? I say, of course the commission salesman should act this way. If things go bad in business, his sales fall and so does his pay, while, generally, the balance of the organization maintains its income level. The salesman is obliged to grab what he can, when he can and, in doing so, hopes to build some kind of backlog for his own and his family's security. The commission plan forces the salesman to act like a lone wolf.

It is quite true that if the plant does spoil a job and the commission salesman does lose a customer, he does lose his income.

It is quite true as well that if the commission salesman tries to act like a businessman and invests several months in market cultivation for his and his company's greater stability, he is urged to bear down and get some billing and he sees his overdraw mount by leaps and bounds. And on this your salesman is supposed to work out his personal budget!

The Stern Plan

To us at Stern the obvious solution seemed to be a salary plan plus a bonus incentive based on company profit. This is the plan we have

installed at Edward Stern and Company and this is the plan whereby we are convinced our men have found new stature and a new sense of stability and security within the organization. The advantages of our plan are that it protects management, stock holders and the organization as a whole *including the salesmen* against the one-sided aspects of the straight commission deal.

It recognizes the fact that a salesman's activities, willy nilly, affect the profits of his company, and it tends to instill in the salesman's day-to-day efforts a lot more willy and a lot less nilly.

It provides stability to the salesman's income and protects him with a firm base on which to predicate his personal finances.

It protects management and, yes, the salesman too, against the ridiculous consequences of windfall billings which produce commissions of fantastic figures for little or no work done.

It makes it possible for management to direct and for the salesman to perform market prospecting and development without penalizing the salesmen's income for immediate lack of billing.

It very much tends to reduce the attitude on the part of salesmen that the accounts they serve are their own rather than the company's of which they are an integral part.

It eliminates the bickering and haggling over commission rates and expense allowances and frees both salesman and management for the more important job of going after business.

Finally it enables management to reward, in salary rates, outstanding performance in net profit ratio, expense reduction and general deportment.

The Incentive

It provides two kinds of incentive. First, it produces a cash incentive which, when earned on the basis of company profits, passes on to the salesman without reservation. Beyond this, however, there is to my mind, a much greater incentive which

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How Can Advertise Litho

By Charles V. Morris*

Assistant to the President
Henry Lindenmeyr and Sons Div. of
Hubbs Corp., New York

WHY advertise at all? Simplest answers to that question are, one: to *open doors* for your salesmen, and two: to *keep the doors open*. Lithographers — printers, too — are so concerned with the creation and production of advertising for clients you can't find the time to develop your own advertising. As an ex-printer, I know whereof I speak. My associate at William E. Rudge's Sons in the early '40s could never be accused of being anti-advertising. He was the promoting-est printer I ever knew. But even Fred Rudge's best laid plans oft went awry. Customers' needs — nice customers being what they are, both desirable and essential — often came first with press time even when advertising deadlines had been set. (Each of us in Fred's official family were responsible for developing several mailings a year.)

Fred Rudge's experiences represent the day-in day-out problems of many shops. You know the old saw about cobblers' children. Lithographers' advertising is no different. But somehow, somehow you should find the time and the talents to tell your story to the people who do and can buy your wares. Because every advertising dollar spent by any advertiser is a dollar you have a claim to. It's, therefore, just good business to make your play, and make it good. Remember, most advertising budgets aren't made of rubber. Hard-bitten

controllers hold ad-men to specific allotments. So, with every advertising medium and service bidding for a share of the budget, someone's going to miss the boat. It shouldn't be you. Another old saw talks about the squeaking wheel getting the grease. So true. And true, too, in the matter of appeals for consideration in advertising budgets.

Here are typical claims made upon typical advertising dollars:

- Newspapers
- Magazines
- Radio
- TV
- Trade Journals
- Directories
- Car Cards
- Outdoor
- Premiums
- Advertising Novelties
- Match books
- Theatre Programs
- Motion Pictures
- Point-of-Sale Displays
- Convention Space
- Sales Promotion
- Direct Mail Advertising

Staggering as is the annual dollar volume of direct advertising — it tops one billion, now — no more than 15 cents of the average advertising dollar finds its way to your till. (Unless you count in production of outdoor and car card advertising.) It behooves you well, then, to make a strong selling and advertising appeal for the share you're entitled to — plus.

Happily, there's a bright spot to this sidelight — most of your competitors, regardless of this medium or

service, are using your favorite advertising medium, lithography, to sell theirs.

Newspaper and Broadcasting's Promotion

High favorites in advertising appropriations, newspaper publishers aren't taking it for granted they'll remain in high-favor. They sell hard day-in and day-out. Individual publishers, and their energetic association, the Bureau of Advertising of the American Newspaper Publishers Association, everlastingly remind business people of the importance of newspaper advertising.

See, too, how radio and TV are ganging-up on you . . . building fences around the precious advertising dollars. Like ANPA, broadcasting associations also give individual stations and networks all kinds of promotional support.

They're using your own Sunday punch to attract bigger and bigger shares of the advertising dollars to them. If they add your share to theirs, they won't complain; depend upon it. Thumb through any advertising and business publication — *Printers' Ink*, *Advertising Age*, *Advertising Agency* — and you'll realize how strongly other advertising media are continually speaking-up for their share of the advertising dollar.

Granted, consumption of lithography increases in volume year-after-

*Before the annual meeting of the National Assn. of Photo-Lithographers, New York, September 22-25, 1954.

year, because lithography is a first-rate means of communication and a first-rate method of decorating. Considerable selling and some advertising helps the cause. Direct advertising, point of sale advertising, car card advertising, outdoor advertising grow in leaps and bounds. To repeat a figure, sales of these advertising media were well over a billion dollars last year, and sales continue to climb. Packages are merchandised into selling and promotion programs as never before. Labels are more attractive and more functional. Seasoned advertising and promotion people make the most of these talking points. And much of the total dollars spent accrues to the credit of lithographers, because lithography is a favorite reproduction process of advertisers, of package designers and merchandisers, and users of labels. In spite of all your credits in the advertising man's ledger, you are, nevertheless, faced with a never ending assault on your 15-cent share of the advertising dollars. You don't want to — you can't afford to — lose a thousandth of a cent of that dollar.

How Advertise?

A good question to ask right now is this — How best can you invest your advertising dollars? However small your budget, however large, I believe "keepable" should be the measure you should apply to your advertising. Will your customers and prospects keep it? Does your advertising give? *Serve, show, suggest?* Whether your budget permits elaborate "handbook" or simple postcard, "keepability" should be designed for it. The people your mail reaches maintain deep, yawning waste baskets for permanent filing of ordinary advertising. It pains me to admit it, but much of the mail advertising you and I see belongs in the bottom-most pits of those deep, yawning waste baskets.

All the more reason, then, why your advertising should "stand out" as superb. And it can be considered superb when care and attention cater to the *permanent needs* of the people you're mailing to. Recall how effectively your big competitors use your

own craft to fight you in your appeal for your share of the advertising dollar. True, not all of it is "keepable", but all of it is highly professional; not likely to be quickly relegated to scrap. I'm "tetched" on the subject of "keepable" advertising for you; and for me. If your advertising can't be "kept", it shouldn't be produced. It should represent permanent value to the people on your customer and prospect lists. "Keepability" at the same time means utility; believe me, the quality of remembrance is great. Brown and Bigelow built a business on that theory of advertising. People who

receive such advertising won't throw it away.

Good examples of such advertising are the "Handbook on Letterpress and Offset Printing" published by The Rein Company, Houston, Texas; the "Guide to Buying Offset Printing" published by Direct Mail Printing Company of New York; and "Some Practical Pointers for Printing Buyers", published by W. M. Brown and Company of Richmond, Virginia. "Handbook" in nature, these booklets represent condensed texts on printing and lithography. (Other exhibits shown were published by The McArdle Printing

'Keepability Is What Counts'

It's the "keepability" that counts with advertising pieces, according to the author of this article. No matter how clever a piece of advertising is, he cautions, it will hit the wastebasket with a mighty thud if it doesn't have some element of permanence about it that will keep it in front of your customer's eyes for a long time to come. Following are some of the topics covered by author Morris in a "keepable" loose-leaf binder that he distributed to litho prospects. They could be used by *you* just as well, in searching out new business and keeping the old standbys happy, he declares:

- How to order lithography properly
- Trade Customs
- Benefits of using lithography — kinds of printing needs lithography does best
- How to prepare copy for lithography — type and pictures
- List of offset presses, maximum and minimum-size sheets each press will take
- Screen values
- Color possibilities when printing 4-color process
- Surprint chart
- Chart of standard ink colors
- Type specimens — 2 or 3 lines each of 20 currently-used type faces
- Type specimens — one condensed type face and one extended type face showing agate, 6, 8, 9, 10, 11, 12 and 14-point to illustrate related sizes
- Type specimens — one type face leaded 1, 2, 3 and 4-points to illustrate leading and effect on reading ease
- Chart showing various types of folds
- Chart showing various types of mechanical bindings
- Chart showing various styles of displays
- Halftone shapes
- Chart showing kinds of direct mail, their intended use and kinds of paper suitable for the respective purposes
- Proofreaders' marks
- Current postal rates
- Chart showing kinds and sizes of envelopes
- Specimen pages showing illustrations reproduced in
 - line
 - line and Ben Day
 - Halftone — square, vignette, silhouette
 - combination line and halftone
 - 2-color line
 - duotone
 - 3-color line
 - 3-color process
 - 4-color line
 - 4-color process
 - gold and silver inks
 - gold and silver bronzes
 - high-gloss inks
 - dullest inks
- Paper Sampler — showing various kinds of paper that can be satisfactorily lithographed
- Specimens showing identical subject lithographed on regular and fancy finish papers
- Dictionary of terms used in graphic arts
- Production helps
 - How to Prepare copy for Die Cutting
 - How to fit copy to type

Company, Inc., Washington, D. C.; Vose-Swain, Boston, Mass.; Forbes Lithograph Manufacturing Co., Boston, Mass.; Connecticut Printers, Inc., Hartford, Conn.; Wainick Offset Co., New York; the Hub Offset Company, Boston, Mass.; Fenn and Fenn, Inc., New York; Proper Press, New York; The Craftsman Press, Inc., Seattle, Washington; McGraw-Phillips Printing Co., New York; R. R. Donnelley and Sons Company, Chicago).

(Mr. Morris showed other forms of "Keepable" advertising. Among them were "Linde Lines", a portfolio-type, idea-packed house publication credited to J. E. Linde Paper Company, New York; "Scrap Book of Ideas", published by Reinhold-Gould, Inc.; "Better Impressions", quarterly of Mead Paper Company; and the famous text books published by S. D. Warren Company. Also shown for their "keepability" value were the seven books comprising "The Lindenmeyer Library of Print Shop Helps" and "The Lindenmeyer Workbook for Printing Buyers", published by Henry Lindenmeyer and Sons, division Hubbs Corp., New York.

Applying "Keepable" Principle

Pretend I'm just getting started in the lithographic business — "Chick Morris, Lithographer." My allowance for advertising is slim. I, therefore, confine my limited funds to postcards. Small, inexpensive . . . but *regularly helpful*. Twelve cards — one a month — to a list of 2500 customers and prospects. I call the little cards "Dollar Saver\$ for Printing Buyers." Continuity increases the effectiveness of the campaign. Every card has a "keepable" quality, because in every card there's a money-saving idea. Giving! Showing! Suggesting! Who'll throw away money?

Now, pretend with me that my business has grown and prospered. My budget can be stretched. I continue to apply the principles of "keepability" and continuity. Now "Dollar Saver\$" grows in size and format. It's still a monthly, still packed with money-saving ideas. Editorial "pitch" hasn't changed. Only the format is new. (Here Mr. Morris

(Continued on Page 113)

How to Plan for NEW EQUIPMENT

*By Milton Hudders**

Vice-President of
Recording & Statistical Corp.
New York

PLANNING a new equipment purchase begins long before the immediate need for a particular machine in the shop is recognized. A long term budget for capital additions should be established by deciding when you are going to replace your present machine. Some companies have established a rule of replacing their equipment when it has been completely depreciated. When you are preparing your budget of capital additions, it is advisable to allocate a fixed amount for new equipment — replacements and general items. These include such items as office equipment, first aid room, cafeteria, etc.

You will discover as you plan your budget that there will be too much for one year, and by careful study a priority list can be established in some order; such as, machines showing the most use, ones producing the most profit, machines costing too much for repairs, or when competition forces you to modernize your shop. The point is that you are wearing out your assets. To maintain the integrity of your capital, you must replace your assets and further increase them, if you are going to show any growth. Your budget does not have to be rigid. As circumstances change, you will want to make changes, but a program from three to five years ahead will help to keep you aware of what should be done.

It is management's function to de-

cide when and how to purchase the new equipment. Many times a substantial sum of money is spent without making a complete study of the effects such a purchase will have on the business. Quite often a very rough estimate is made to the effect that the machine will pay for itself within two or three years. There are many more angles than this to be considered before management gives its approval to buy. When you find there is no way to utilize your present equipment, or it is not profitable to do so, then a statement should be prepared by the plant superintendent requesting the appropriation for the new machine. The reason should be given such as,

- 1) A new type of machine which makes the present equipment obsolete.
- 2) The old machine is costing too much in repairs. This should be substantiated by a machine repair record.
- 3) Entering a new field or specialty.

After the new equipment has been operating, under the usual production standards a review should be made as to whether or not the machine is performing in accordance with the reasons given in the original request. This should continue to be reviewed over a period of two or three years.

(Continued on Page 121)

* Before the annual convention of the National Assn. of Photo-Lithographers, New York, Sept. 22-25, 1954.

Why We Buy Lithography:



TELLING WHAT they want in a litho salesman were, seated, (l.-r.) James F. White, George L. Jackson and Harold E. Bisson. Standing, (l.-r.) L. A. Squitieri and moderator A. J. Fay.

'Know the process, know your shop, to sell litho'

LITHOGRAPHERS attending the convention had a lot to learn at the panel "Why We Buy Lithography," because it gave them a chance to get an inside view of the other side of the desk: the men who each year buy thousands of dollars worth of lithographic work for their businesses.

The panel was especially profitable because the members, including some of the biggest printing buyers in the United States, didn't pull their punches in telling why, and sometimes why not, they buy lithography for their advertising and promotion needs.

Presiding over the five-man panel was NAPL President A. J. Fay, of Western Printing & Lithographing Co., New York. The panel members included: Harold E. Bisson, production manager, Fred Wittner Advertising and president of the Advertising Agency Production Club of New York; George J. Jackson, supervisor of printing, advertising and sales promotion department of General Electric Co.; L. A. Squitieri, print-

ing buyer for U. S. Rubber Co.; and James F. White, advertising production representative, Trans World Airlines, Inc.

Each man stressed the advantages of offset over letterpress and other printing processes for certain kinds of work, but all joined in emphasizing importance of the approach and abilities of the salesman who looks for the printing order.

The panel members gave varying aspects of the same general theme: they buy litho because of its advantages and because of the help given them by the salesmen.

Mr. Jackson said this is the kind of salesman he likes to see come into his office:

1. A man who has an intimate knowledge of the offset process; one who is able to answer questions and give suggestions.
2. One who knows the limitations of his own shop.
3. A salesman with an organization that will back up his promises with action.
4. A man with new ideas, and

5. A man alert to new ideas and the possibilities of adapting them to the buyer's job.

He stressed the point that "the impression the salesman makes is the most important determining factor as to what kind of printing we buy." He added that "too many salesmen get into the business with no knowledge of the offset process."

After declaring that "offset offers more," Mr. Bisson listed 10 factors which he said convinced him of the value of offset, with price ranking only sixth. In order of importance, he said the factors were:

1. Quantity to be printed has no minimum or maximum.
2. Advantage of offset for illustrations and line work.
3. Size has great flexibility.
4. Quality of the medium.
5. Wide choice of colors.
6. Price.
7. Big choice of stock.
8. Absence of original art work.
9. Delivery.
10. Helpful salesman.

In tracing the growth of lithography, Mr. Bisson said that the job of offset today is vastly different from its application in fine art work at the time of Seneffeler. He said the industry's biggest job is "to sell products and services to a big market."

Before outlining his qualifications for a litho salesman, Mr. Squitieri said it is his belief that some complacency does exist in the industry today, as a holdover from the sellers' market during the war.

"A young man, representing a medium-sized lithographer came to me recently and admitted that he wanted to change his job, because his company was too complacent," he told the audience, by way of supporting the complacency charge.

He added that the price differential between offset and letterpress "is rapidly disappearing" and that this is no time to relax selling efforts.

The U. S. Rubber official went on to say that he favors salesmen who come to him with intelligence, *(Continued on Page 125)*

Photo-Composing

7. Troubles and Remedies

By Charles W. Latham

WHEN ridges appear in the surface of a plate that has just been photo-composed, the plate is said to be embossed. This embossing is caused by atmospheric pressure behind the plate pushing it into an unsupported area around the frame or glass. Using too small a piece of glass can cause a wide, unsupported gap around the glass and embossing will result. Use only full size glass.

On thin plates it is dangerous to use too high a vacuum. Even though the gaps around the frame are small, a high vacuum and a thin plate can result in embossing. Only enough vacuum for firm contact need be used. Thin plates, if there are no ridges in them, need only a light vacuum for contact.

Poor Contact

It is possible to have good vacuum and still have poor contact.

If a plate was embossed on a previous job and the graining failed to take the embossing out, contact will be difficult. This is especially true with glass negatives, but often happens even with film. Plates should be inspected for embossing before and after coating.

Carelessly handled plates also get kinks in them. These should be rolled out by the grainer when possible. If the platemaker gets such a plate he should not use it for halftone work. Good contact is almost impossible.

Dirt on the back-bed or dirt on the back of the plate will cause pimples and spoil contact. Plates with bulges, or plates warped by excessive

pulling in the press can cause trouble. Also dirt on the face of the plate or negative will prevent contact.

Whenever contact is in question, it may be checked by using a pen type flashlight and a magnifier. If contact is poor, dot shadows may be seen.

Insufficient Vacuum

When the vacuum gauge registers low vacuum, it indicates trouble with the new pump or pump motor, or an air leak. The air leak may be in the relief valve that controls the amount of vacuum. The valve may be stuck in an open position due to dirt or a faulty spring. By listening closely to this valve, air leakage can be detected. It is normal for this valve to leak air when the vacuum is high, but not when there is too little vacuum.

An air leak is most likely to occur in the air seals around the negative frame. It may be in the seal that closes off air between glass and frame, or the seal between frame and plate. These seals must be kept in a soft and lively condition and they must be kept clean. Carelessness in storing frames can cause these seals to become warped or out of shape. This will result in leaking. When they get old and stiff, replace them.

Vacuum leaks may also occur when the negative holder extends beyond the edge of the plate for marginal exposures. This is particularly true with re-used plates where press clamps have damaged the edges. Plates should be examined before coating, and ridges, kinks, etc., should be rolled out. If leakage does occur it may be helpful to slip a

sheet of heavy paper behind that part of the plate to effect a perfect air seal. A strip of cardboard butted to the edge of the plate and sealing the crack with tape will also help prevent this type of leakage.

Trouble can also occur in hose connections, or in the hose itself. If a connection leaks it can be heard. If the hose collapses it can generally be seen. Trouble with the pump can be tested by disconnecting the pipe and putting a gauge on it. A good cleaning and oiling may put it back in shape. If not, it must be sent out for repairs.

If the trouble is in the motor, it will generally get hot. If it does not come up to speed and you're sure the pump is free, check the fuse clips for contact and check the wire and switch connections.

Poor Register

Poor register most often occurs from reading the dials incorrectly. Numerals should be kept clean and easily discernible and well lighted. In positioning the carriage in either direction, the dial should always be brought up slowly to the desired number. It should always be brought up in the same direction so that the backlash will always be on the same side.

Worn dowel pins or bushings can also cause misregister. When any looseness can be detected between pin and bushing it is a good idea to have all pins and bushing replaced. These tiny parts are the heart of register.

Each adjusting screw has a nut or follower. As a rule there are two nuts arranged so that one can be adjusted in relation to the other in such a way as to eliminate excessive backlash. If the nut or screw wears, or if a nut gets out of adjustment, misregister will result. By turning the screw back and forth while watching the nut bracket for movement, excessive play can be detected. If present, the nut needs adjusting or replacing.

Movement indicators can get out of order. In cases of misregister, examine these carefully for loose dials or pointers. In fact when register

trouble occurs, examine everything that has anything to do with register. Look for something worn, or dirty, or loose. Try to track it down by the method of elimination. Always check the possibility that the plate may have slipped out of position on the bed due to poorly taped edges. Do not use the same tape for too many plates.

It is possible for the machine or pins or negative registering device to get out of alignment. This can cause a lot of trouble. If alignment is out due to a loose pin or bushing or a worn part, register between plates will suffer. If the register device glass has slipped, it may be possible to get register between plates but the margins of individual units on the sheet will vary.

It is good practice to check the machine now and then for square. To do this, a negative with perfect center lines is used. Register this negative carefully in a holder, place it in the machine and shoot it to specified readings across and up and down. It should form perfectly straight, unbroken lines both ways of the plate. Now turn the negative 90° and shoot to the same readings again. Develop the plate and check for misalignment. If the lines stagger, make the proper adjustment in register device. If any lines are doubles, check the pins and bushings and screws and followers. See Fig. 45.

Scratched Negatives

If the negative does not separate from the plate to allow the plate or negative to be moved without contact between the two, the negative may be scratched.

Plates that have been regrained often have ridges at the bends. Some

plates have buckles and bulges in them due to handling. The separation between negative and plate should be enough to prevent scratching under normal conditions. If for any reason the retracting mechanism is faulty, the negatives will be scratched. See that this mechanism is in good condition at all times. Plates that have excessive kinks or buckles should be flattened or discarded.

Ridges and burrs on the plate, or misaligned negatives can also cause glass breakage. As long as the flat glass has all-over contact with a flat plate, the pressure of 10 lbs. per square inch is evenly distributed over the glass. On a 20" x 24" glass, this is a total pressure of 4800 pounds, almost two and a half tons. With a ridge in the plate, there is apt to be some unsupported area of glass. The pressure then becomes concentrated at the ridge and the glass may crack.

Uneven Exposure

Electrical connections must be kept tight. If possible, all arcs should be on separate lines running direct to the power source. Lamps must be kept free of arc dust, and rust. The carbon clamps must be kept free of pits and burned spots.

Uneven exposure may be caused by fluctuation in light intensities or light color. When the arc lamp is on the same circuit as other high electrical drain equipment, such as heating devices and large motors, fluctuations in voltage are bound to occur. Every time such equipment is switched on or off, there is a change in line voltage which will affect the lamp. Modern motor-driven lamps as well as some of the newer more sensitive, solenoid lamps will compensate for this change to some extent when in

perfect condition. After a few months of use, however, any lamp is apt to lose some of this compensating ability, and differences in exposure will result.

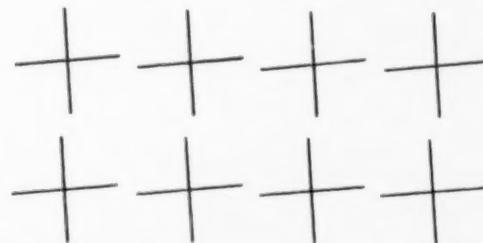
To compensate further for voltage fluctuations, the Integrating Light Meter was invented. This consists of a light sensitive element with a metering device placed in the path of light from the arc. This equipment actually counts the light units and turns the arc off after a specified amount of light has been produced. It does not operate strictly on time as does the timer that turns off the lamps after a set interval of minutes and seconds. It turns the lamp off after a predetermined number of light units regardless of the time. When these meters are in good working condition, they do an excellent job of maintaining even exposures.

In warm, humid weather, the plate starts to tan or harden as soon as it is dry. This is called "Dark Reaction," and often accounts for uneven exposures. Often after five hours it has progressed to a dangerous point even if the room is totally dark. If, under such conditions, a plate is made that requires four or more hours to complete the shooting, the latter exposures will be much stronger than the early ones. Such plates should be made under cool, dry conditions for better uniformity. This requires air conditioning in the summer in most parts of this country.

Plates made with Diazo sensitizers, as are many of our pre-sensitized plates, are not so subject to dark reaction.

Some platemakers attempt to compensate for this trouble by giving less exposure to each succeeding shot on albumin plates and by balancing-up deep-etch plates through varying development time. When it is possible to place a Sensitivity Guide alongside every exposure the latter method works well. Other platemakers shoot their gripper edge rows first, because of the tendency of presses to print heavier along the gripper edge. This is only partial compensation and not a real cure as it does nothing for the solids.★★

FIGURE
45



Which
OF THESE
IMPROVEMENTS
WOULD YOU
LIKE MOST
IN YOUR
LITHO FILM?

1. More development latitude
2. More exposure tolerance
3. Better line reproduction
4. More abrasion resistance
5. More safelight tolerance
6. Clearer base and
emulsion transparency
7. Sharper halftone dots
8. Improved dot etching
9. Fewer pinholes
10. Less flatter

Kodak

GRAPHIC ARTS DIVISION

You can have them *all* in the new Kodalith Super Ortho Film... the film that is **Ten Ways Better**

THOUSANDS of you have told us just what improvements you wanted made in lithographic film. Now—Kodalith Super Ortho Film with a *new* emulsion is the answer to your requests for:

● More development latitude

Some people call it tolerance, some people call it latitude. Whatever it is, Kodalith Super Ortho Film will yield usable negatives through a long development time range for a given exposure.

● More exposure tolerance

This new film requires less exposure compensation than others due to changing development strength. Particularly valuable where the darkroom man has failed to keep track of developer exhaustion, this tolerance will save much wasted effort.

● Better line reproduction

It has the high resolution and full Ortho sensitivity which every lithographer needs for high-quality platemaking.

● More abrasion resistance

Freedom at last from those annoying marks caused by pre-exposure handling and pressure sensitization. It will stand considerable mistreatment without difficulty, although mistreatment is naturally not recommended.

● More safelight tolerance

Safelights that aren't safe have caused much fogging

With these *Ten Ways Better*, Kodalith Super Ortho Film offers you new quality, new efficiency, and a new high in customer satisfaction. But that's not all. You can count on Kodak uniformity, too . . . every box *exactly* true to specification! And like all good films, this one lies *flat* in the box—and stays flat through all your operations.

*Try it now. You'll notice the difference immediately.
Your Kodak Graphic Arts dealer has it ready for you.*

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

trouble in the past and have been the cause of erroneous film complaints. The newer Super Ortho can be mistreated to a greater degree than other films (even if it shouldn't be!).

● Clearer base and emulsion transparency

During and after development, the more transparent the non-image area, the easier and better it will be for inspection. Kodalith Super makes careful inspection easier.

● Sharper halftone dots

For easier inspection and for better dot etching, many have asked for a blacker image. A blacker image is just what the new Kodalith Super Ortho has. Here is the image color everyone wants.

● Improved dot etching

Ever have the dot gray out just at the crucial moment—when it is almost right but not quite? That won't happen with this answer to the demands of skilled dot-etching.

● Fewer pinholes

Sometimes pinholes are due to careless handling; sometimes the cause is chemical in nature. Whatever the source, pinhole miseries are greatly minimized—another "Super" advantage!

● Lies flatter

There is nothing flatter than flat—and that is the way this film comes from the box and stays. Not a curl in a carton!

NOW—A WASH-UP SOLVENT THAT DOES IN ONE STEP WHAT OTHER SOLVENTS DID IN 3



Now you can have the ultimate—a newly-developed formula that cleans rollers faster, safer, better than any former solvent (or combination)

For 2½ years, our laboratories at Knox Soap Company searched for the answer. Now we have it—the ultimate in cleaning solvents that the Printing Industry has waited for—*Little Benjy 1-Step Wash-Up Solvent*.

Try *Little Benjy*. Note its safe, speedy, thorough action. See how it can save time and money for you. Once you have, we're certain you'll never want to go back to old-fashioned solvents.

LOOK AT THESE ADVANTAGES

- Average wash-up time 3-10 minutes
- One solvent instead of 3—cuts costs 75%, reduces storage space
- Cleans 70% better (based on actual laboratory tests)
- Will not damage plates
- Will not scale rollers
- Leaves no greasy residue, no unpleasant odor
- Non-toxic for all practical purposes
- High flash point meets safety requirements of every city in the U.S. (Tagliabue open cup flash point, modified to meet requirements of Central Testing Laboratory, City of New York—152° F.)

GET YOUR FREE SAMPLE NOW

Prove to yourself that this new wash-up solvent is the ultimate formula you've been looking for. Write to us for generous trial sample of *Little Benjy* now.

KNOX

SOAP COMPANY

3300-22 WEST CERMAK ROAD-CHICAGO 23, ILLINOIS, U.S.A.

Technical SECTION

Growth of Radioisotope Utilization in Industry and Engineering

Measuring Ink on Press Rollers

By *Paul C. Aebersold and
Charles E. Crompton*

Isotopes Division,
U. S. Atomic Energy Commission
Oak Ridge, Tennessee*

WE HAVE all been genuinely impressed by the accelerated use of radioisotopes in industry. As the isotopes program entered the year 1950 there were 100 industrial firms exploring this new technique. Today, over 860 industrial firms comprise almost 50% of all isotope using institutions. This recent striking industrial growth is due in large part to a handful of industrial applications of isotopes to quality control problems. These uses have created unusual and widespread interest among other firms which are hopeful that these same principles may be adapted to solve one of their own quality control problems. The techniques of nuclear physics and nuclear engineering that have so largely contributed to other areas of atomic energy are being adapted and applied successfully to industrial

problems. Those firms which have stopped to evaluate the potential of this new tool have successfully applied it to save money and materials.

In the generic sense most of the radioactive devices used in the field of quality control may be called "gages." We shall not discuss the widespread use of radioisotope sources for radiography, nor shall we mention the singular achievements of tracer techniques in research and development.

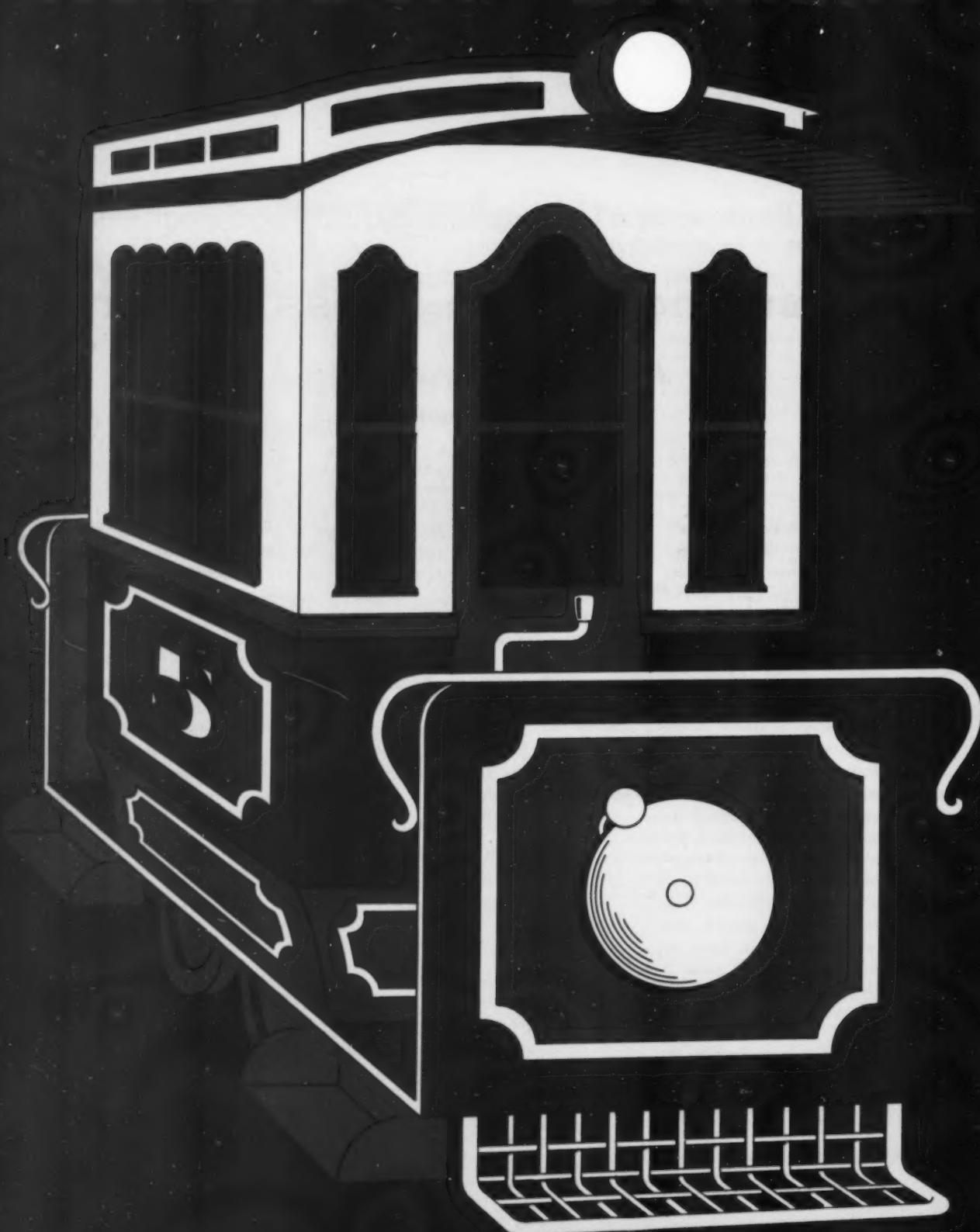
It would be well to bear in mind that the nuclear principles involved are not profound but that the inventiveness we salute lies in recognizing where and how such principles may be combined with the existing art of instrumentation. The devices produced must be able to stand the physical rigors and economics of our industrial climate.

The problem of access for a nuclear gage was solved in an ingenious manner recently during develop-

RUN NUMBER 1		
	Roller No.	Thickness of Ink in Microns
		Center Feeder Side
Ink No Print	3	9.
	6	7.
	9	6.
	11	6.
	24	6.
Ink Print	3	18.
	6	10.
	9	9.
	11	6.
	24	5.

FIGURE 1

* Excerpts from this paper presented by Dr. Crompton, Friday, June 23, 1954 before the International Congress of Nuclear Engineering sponsored by the American Institute of Chemical Engineers, University of Michigan, Ann Arbor, Michigan, scheduled for publication in the proceedings of this Congress.



Lithogem*

* IPI'S HIGH COLOR-STRENGTH OFFSET LITHO INK

New IPI Lithogem colors really sparkle . . . look almost as bright when dry as when wet. These new inks are more fool-proof on the press, faster setting, too, with excellent drying and binding qualities. And they really fight water, reduce greasing problems to make colors stay cleaner, stronger.

Best of all, Lithogem inks are press-ready, with the normal amount of drier for most stocks. They stay softer-bodied and remain uniform in body and tack over long periods. You can keep them until ready to use.

We believe that IPI Lithogem Offset Inks are the finest you can get. They are the first choice of leading litho plants from coast to coast, and are available in all colors shown in the IPI Offset Color Guide. We invite you to compare them with the best regular and process colors you are now using. Your IPI representative will gladly arrange a test run to suit your convenience.

COMPLETE INK SERVICE FOR LITHOGRAPHERS

Lithographic plants of all sizes are invited to use IPI's complete ink service facilities in litho centers from coast to coast. Each local IPI service station and branch is staffed by local experienced ink men, well-seasoned in the special lithographic problems—large and small—of each locality. They are always on call to help you. For prompt ink service with a personal touch, contact IPI.

IPI, IC, and Lithogem are trade marks of Interchemical Corporation

Interchemical Corporation

PRINTING INK DIVISION • 67 W. 44th ST., NEW YORK 36, N. Y.



RELY ON IPI FOR LEADERSHIP IN INK RESEARCH

mental research on controlling ink distribution during lithographic printing.

In the case of lithographic presses the problem of ink distribution not only involves the properties of the ink but also the characteristics of the rollers in the ink distribution system. The rollers transfer 4 to 6 micron thicknesses at high speed.

By the novel approach of incorporating a radioactive source in the actual rollers, a "built-in" thickness gage was obtained. By this means ink film thicknesses were determined on all rollers under dynamic conditions. A small amount of the low energy beta emitter Ni 63 was electroplated on the roller and "flashed" with a thin layer of copper.

An experimental counting setup was installed adjacent to the rollers. This development work was carried out in the laboratory of the Harris-Seybold Company, Cleveland, Ohio. This organization is consulting with the Case Institute of Technology in developing this use.

Figure 1 shows the measured ink film thicknesses while the press was in operation. The first set of numbers was obtained while ink was being fed to the rollers but with no printing being done; the second set of values was obtained during actual

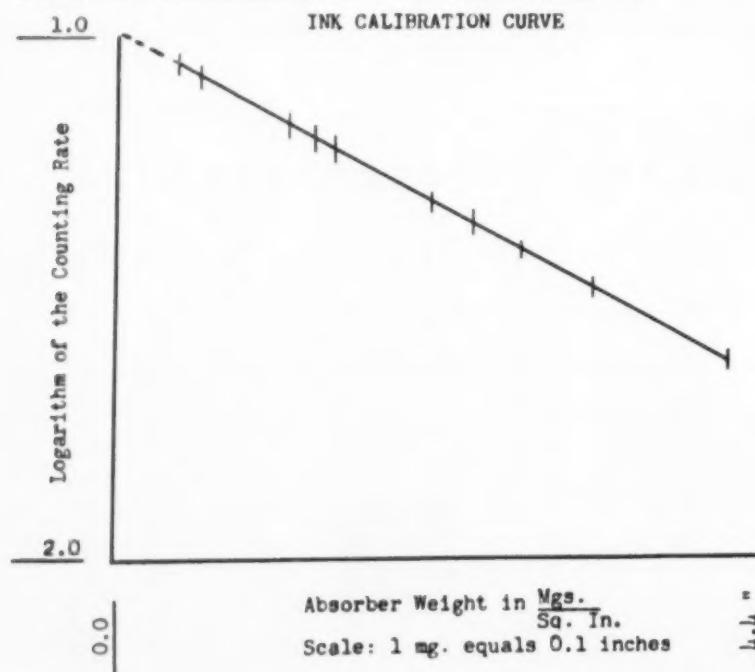


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printing. Figure 2 reveals the excellent linear calibration curve obtained over a range of ink thicknesses. Since thicknesses over 7 microns produce smudges and those below 3 microns lead to faulty printing, the output of this gage is fed to an automatic control thus adjusting the ink feed to the intermediate rollers.★★



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Photography, Tone and Color Correction

Subtractive Color Photography: The Role of Masks. W. T. Hanson, Jr. and W. L. Brewer. *Journal of the Optical Society of America* 44, No. 2, February, 1954, pages 129-134 (6 pages). Color photographic masks can be applied in such a manner as to minimize color-reproduction errors in a photographic process, regardless of the source of these errors. Overlapping absorptions of the dyes probably cause the most serious errors and therefore receive the most attention. It is shown, however, that the lack of negative portions in the required sensitivity distributions contributes appreciably to the reproduction errors and can, at least partially, be corrected for by masking. One set of masking equations is derived which is designed to correct only for the overlapping absorptions of the dyes. A second set is derived which is designed to correct only for the lack of negative portions in the sensitivity distributions. It is shown that the set of equations obtained by combining these two sets of equations is essentially the same as that derived directly to correct for these two sources of reproduction errors considered simultaneously.

***Photographic Screens.** U. S. Patent 2,668,762. Leon Rubinstein. *Chemical Abstracts* 48, No. 10, May 25, 1954, Column 5702-3. A process is described for producing screens useful in photographic applications by attacking the antihalation layer of an emulsion-less film base with acidic solutions of I. Thus, a typical oxi-

(Turn to Page 64)

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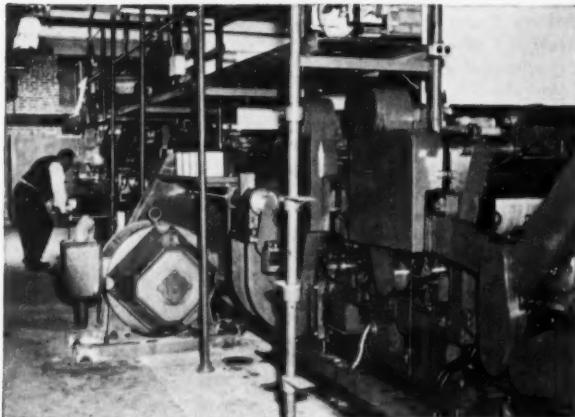
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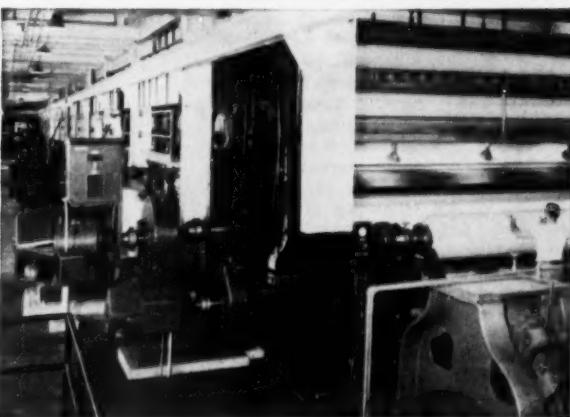
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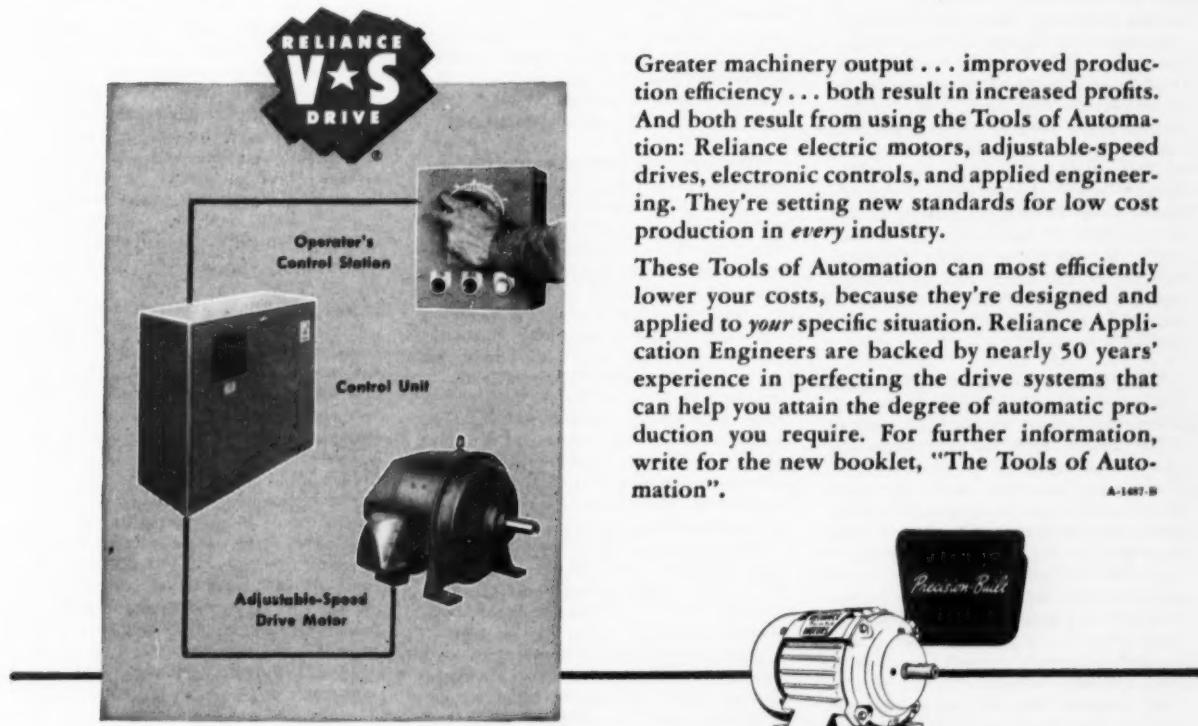
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TECHNICAL BRIEFS

(Continued from Page 60)

dizing solution consisted of concentrated I I, decolorized I (N.F. VI) (A) 3, formalin 1, HCl 1 dram, NaCl 2, and distilled H₂O 16 oz. Solution A was prepared by the addition of 50 grams of I and 400 cc. EtOH to 25 grams of KI in 400 cc. H₂O. When the I dissolved, there was added 100 cc. of 37% NH₄OH, and the mixture was allowed to stand until colorless. The volume was brought to 1000 cc. with additional EtOH. When a photographic film with an antihalation backing was stripped of its emulsion and treated with the oxidizing solution, a screen-like corrugation was produced having a fine mosaic crystal structure. The screen proved useful (1) as a background for the retouching of separation negatives, (2) for changing the texture of other screens when placed in conjunction with them, (3) as a photographic diffuser, and (4) for sundry other photographic uses.

The Testing of Photographic Lenses at the National Bureau of Standards. Francis E. Washer. *Photographic Engineering* 5, No. 1, 1954, pages 37-53 (17 pages). A summary of the methods employed at the National Bureau of Standards for the evaluation of photographic lens performance is given. This includes a brief description of equipment such as the precision lens testing camera and the camera calibrator, developed for the determination of equivalent focal length, distortion, and resolving power. The methods used in determining the resolving power of photographic lenses are discussed. These include the original high contrast transparency, the charts issued as part of Circular C428, the variable contrast chart and the charts recently issued which form part of Circular 533. The subject of high and low contrast charts is considered briefly. Objective methods of evaluating lens performance such as microdensitometric analysis of negatives and electronic scanning procedures are discussed.

***Stripping a Multilayer Color Film.** U. S. Patent 2,670,312. John G. Capstaff. *Chemical Abstracts* 48, No. 15, August 10, 1954, Column 8688. A multilayer color film of base support, red-sensitive emulsion layer, water-permeable interlayer, green-sensitive emulsion layer (I), water-permeable interlayer, yellow filter layer, blue-sensitive layer (II) uppermost, is separated at II and I, respectively, in two separate steps by the use of a transfer film and stripping apparatus. Thus, the multilayer film is preconditioned, soaked in H₂O for a predetermined time, brought into pressure contact with the unsensitized transfer film and, while still submerged, the film is separated at II. The process is repeated to separate the film at I.

Phosphorus-Nickel Alloys for Lithography. R. A. C. Adams. *Penrose Annual* 48, 1954, pages 124-126. Phosphorus-

nickel alloys containing more than 12% phosphorus plated on copper or brass give a deposit which is of the same order of hardness as chromium, is readily wetted by water and is not attacked by hydrochloric and sulphuric acids, by strong alkalies or other chemical reagents. Owing to its inertness it is impossible to make it ink-receptive by traces of fatty acids in the ink. So far it has only been possible to etch it electrolytically. Other difficulties in processing the plates are indicated.

Planographic Printing Processes

***Diazotype Processes and Materials for Producing Photomechanical Printing Plates.** British Patent 706,028. Kalle and Co. A. G. *Printing Abstracts* 9, No. 5, May, 1954, page 368. A water-insoluble diazo compound which contains several, preferably two, 2-diazonaphthol-(1) or 1-diazonaphthol-(2) sulphonic acid residues in ester-like combination in the molecule is claimed as the light-sensitive constituent of the coating of a photo-litho plate.

***Etching Composition for Lithographic Plates.** U. S. Patent 2,687,345. Margaret Murray. *Official Gazette* 685, No. 4, August 24, 1954, pages 877-878. 1. A composition capable of etching chromium and adapted for use in the preparation for offset printing of bimetal lithographic plates having a chromium surface and a gelatinous resist coating, said composition comprising hydrochloric acid in an amount to etch chromium, calcium chloride in an amount of at least about 80% to inhibit attack of the resist by hydrochloric acid and an aliphatic polyhydric alcohol having from two to four carbon atoms in an amount of at least 5% to substantially prevent crystallization of calcium chloride at the etching temperature.

***Photographic Processes and Photomechanical Printing Plates.** British Patent 678,599. Kalle and Company, A. G. *Abridgement of Specifications* XX, 1954, page 308. A layer comprising a water-soluble colloid and an aromatic azido compound on a base of aluminum, zinc or glass is exposed under a negative, washed with water to remove unexposed parts of the layer, and heated as in an oven to between 200° C. and 400° C. to tan the remaining colloid and convert it to a mechanically resistant and fatty ink receptive form. The colloid may be polyvinyl pyrrolidone, polyvinyl alcohol, polyacrylic acid or its salts, polyacrylic acid amide and its N-substitution products, gum arabic glue, casein, albumin, gluten, cellulose ethers, carboxy alkyl cellulose or tragacanth. The azido compound may be sodium 4:4-diazidostilbene-2:2'-disulphonate, sodium 1:5-diazido-naphthalene-3:7-disulphonate, or the sodium salts of 4-azidonaphthalene-1:8-dicarboxylic acid, 4:4-diazido-diphenylmethane-3:5-dicarboxylic acid or 4-azido-benzalacetone-2-sulphonic acid. Sensitizing agents such as eosin, or non-sensitizing dyestuffs such as methylene blue which impart visibility to the tanned areas after washing may be added to the coating solutions. Four examples describe coating solutions, coating of plates, exposing and processing to

printing plates; and eight further examples describe additional coating solutions only, all of the examples using the materials listed above.

***Photo-Mechanical Printing Plates.** British Patent 678,321. Kodak, Ltd. *Abridgement of Specifications* Group XX, 1954, page 301. A lithographic plate in which a cellulose organic ester is surface hydrolyzed, sensitized with an oxidant for the surface, and exposed to image-forming light is treated with an alkaline solution free from oxidizing agents to remove exposed areas of the hydrolyzed surface, such areas then being ink-receptive. The method is similar to that of Specification 617,227 except that in the latter an oxidizing alkaline solution is used for removal of the exposed areas. Alkali metal and ammonium bichromates; uranyl salts such as the sulphate, nitrate, acetate or chloride; persulphates, periodates and hypochlorites; and ferric salt oxidants such as the sulphate, nitrate, oxalate, acetate and chloride may be used as sensitizers, and aqueous sodium hydroxide or carbonate, alkali phosphates and bases such as trimethyl benzyl ammonium hydroxide may be used as alkaline solution. The base sheet of cellulose ester may be reinforced by lamination to paper or aluminum foil as described in Specification 678,323 or may contain an inter-laminar antihalation layer as of Specification 678,322. Four examples detail the process. Specification 548,903 (Group IV), also is referred to.

***Photographic Elements for Lithography.** British Patent 678,322. Kodak, Ltd. *Ibid.*, page 301. A laminated cellulose ester sheet is provided with an antihalation stratum on one of the outer surfaces. The element may be made by coating a sheet of fully esterified cellulose ester such as the triacetate, acetate propionate or propionate with antihalation material such as the blue-absorbing dye *p*-nitrobenzene-azo-N-(β -hydroxyl-ether)-*o*-chloroaniline dissolved in a mixture of β -methoxy ethanol, acetone and methanol, drying; fixing to a similar, clear cellulose ester sheet with a dope of cellulose triacetate in methylene dichloride, ethylene dichloride and methanol, drying; surface hydrolysing with alcoholic caustic alkali, washing, drying and sensitizing with chromium, iron or uranium salts as described in Specifications 617,227, 678,321 or 678,323. For higher antihalation density both sheets may be dyed before lamination. Lithographic printing plates may be made by exposure under a negative and washing with an alkaline solution or such containing an oxidizing agent, which leaves exposed areas of cellulose ester receptive to greasy printing inks and non-exposed areas of hydrolysed cellulose ester ink-repellent when moistened.

***Photo Mechanical Printing Plates.** British Patent 678,323. Kodak, Ltd. *Ibid.*, page 302. Lithographic plates are made by sensitizing a hydrolysed surface of a cellulose organic acid ester sheet with a ferric salt reducible with blue or ultra-

violet light but incapable of oxidation of hydrolysed cellulose ester to the alkali removable state, such as ferric ammonium citrate, oxalate or tartrate; exposing to image-forming light to produce a ferrous salt image in the exposed areas, and treating the sheet with an oxidizing solution followed by or including alkali to remove the hydrolysed cellulose ester from the exposed areas. It appears that the ferrous salt has a catalytic effect, permitting such removal. Sensitization of the sheets may be effected in advance of use as distinct from bichromate sensitizations, which deteriorate rapidly. The ester sheet may be reinforced by lamination as to aluminium foil or waterproof paper before or after hydrolysis and may be furnished with an antihalation layer, particularly that described in Specification 678,322. By incorporation of potassium ferricyanide or a water-soluble silver salt into the sensitizer or application of a solution of such immediately after exposure, the exposed image becomes visible and may be inspected before its removal by alkali. Specifications 617,227 and 678,321 also are referred to.

Paper and Ink

Lightfastness of Printing Ink Pigments. T. E. Ludwig and S. R. Benson. *American Ink Maker* 32, No. 7, July, 1954, pages 28-33 (6 pages). The present investigation had as its object the determination of the relative lightfastness of the various printing ink pigments, and represents a continuation of the studies reported in the *American Ink Maker*, February, 1953. The original work presented the lightfastness data obtained by Fade-Ometer exposures of a large group of pigments available to the printing ink industry. The present report covers the data obtained by sunlight exposures of the same pigments, and also includes the Fade-Ometer results reported for purposes of comparison.

Fluffing of Litho Paper. R. I. Jackson. *Modern Lithographer and Offset Printer* 50, No. 4, April, 1954, page 24. This defect differs from "picking" in that individual fibers are lifted from an uncoated sheet by the suction of tacky litho inks. It usually occurs on the under or wire side of the sheet, and among preventive measures is high calendering of the paper stock in order to roll the partly loose fibers into the surface of the material. *Marathon Graphic Arts Abstracts* 1, No. 6, June, 1954, page 79.

The Influence of Chemical Residues in Paper on Printability. R. R. Coupe. *The International Bulletin for the Printing and Allied Trades* No. 67, January, 1954, pages 42-47. A review of the effect of chemical residues in paper on the discoloration of inks, the tarnishing of bronze printing, the unsatisfactory drying of inks and the sensitization of lithographic plates.

An Investigation of Methods for Dimensionally Stabilizing Paper. F. W. Lorey and C. E. Libby. *TAPPI* 37, No. 8, August, 1954, pages 321-331 (11 pages).

It was found that basis weight had no effect on the expansion of handsheets with increases in humidity nor did fiber size, except when the fibers were very coarse and greater expansion occurred. Freeness also had no effect except at high free-nesses where the pulp was bulky and expansion greater, but sheets subjected to high pressures showed less expansion. The application of heat to wet handsheets decreased the expansion of the dried sheets with increases in humidity, but beater addition of a clay filler had no effect. Dimensional changes of sheets formed from sulphite pulp increased as the purity of the pulp increased, and sheets made from hardwood pulps expanded to the same extent as sheets made from soft-wood pulps. Silicone and rosin sizes, added by beater addition, did not decrease the dimensional changes of handsheets with changes in humidity. Neoprene-treated handsheets showed decreases in expansion with increases in humidity as the addition of neoprene was increased above 20%. When thermosetting resins were applied by impregnation, the handsheets showed less expansion with increases in humidity, and of the resins investigated, phenol-formaldehyde, thiourea-formaldehyde, and glyoxal-cellosolve exhibited optimum effects in the order listed. Urea, a plasticizing agent, showed a negative effect and increased the dimensional changes with changes in humidity.

***A Study of Shrinkage and Expansion.** E. J. Pritchard. *Proceedings of the Technical Section, British Paper and Board Makers' Association* 35, No. 1, February, 1954, pages 31-38. A basic relationship is shown to exist between the shrinkage and water expansion of paper, taking the form of a straightline graph. The slope of the line is an inherent quality of the pulp used; it varies from pulp to pulp. A theory of the mechanisms of shrinkage and water expansion is given. When a sheet of paper is formed, it consists of a mat of fibers swollen with water which also fills the interstices between the fibers. As the sheet is dried in air it shrinks; this shrinkage is brought about by the contraction of the cellulose fibers themselves and the contraction of the entire mass resulting from the surface-tension forces set up between the fibers. These compacting forces operate until further contraction is resisted by the strength of the structure. When the dried sheet of paper is immersed in water it expands, the expansion being caused by the swelling of the cellulose fibers taking up water by imbibition. There is no converse to the action of the surface-tension forces. When the sheet is immersed, the water will fill up the interstices between the fibers, but will have no force to push them apart. Once a bond has been formed by drying, it will not be broken again by immersion in water. It seems to follow that the reversible portion of the shrinkage and the water expansions are due solely to the contraction and swelling of the individual fibers of beaten and un-beaten pulp, whereas the irreversible portion of the shrinkage is due to the con-

traction of the mat by the surface-tension forces between the fibers. 9 diagrams and 2 references. *Bulletin of the Institute of Paper Chemistry* 24, No. 11, July, 1954, page 902. The Proceedings are published by the British Paper and Board Makers' Association, Inc., St. Winifred's, Welcomes Road, Kenley, Surrey, England.

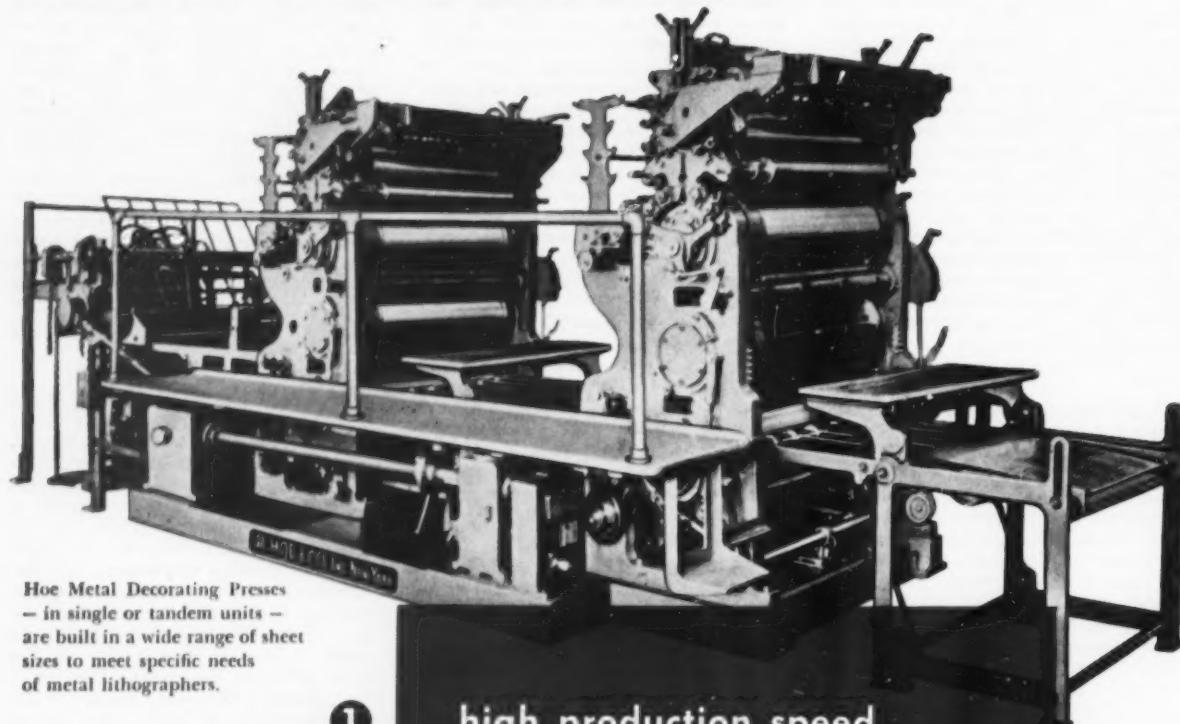
How to Use the LTF Pick Tester. *American Pressman* 64, No. 7, June, 1954, pages 22-25. Directions are given for using the LTF pick tester, a machine developed by the Lithographic Technical Foundation to test the pick resistance of offset papers. The necessary materials are listed, and steps of setting up the instrument, applying the blanket, preparing for the test, making the test, and determining the test results are outlined. Standard temperature and R. H. conditions are established; the need for proper clean-up procedures is emphasized. The pick tester can be used for letterpress paper, but tests have not been evaluated to guarantee their reliability. 9 illustrations. *Bulletin of the Institute of Paper Chemistry* 24, No. 11, July, 1954, page 910.

New Methods for Observing Properties of Paper Which Influence Printability. H. H. Hull and M. C. Rogers. *International Bulletin for the Printing and Allied Trades* No. 68, April, 1954, pages 12-13 and 21-23. New methods of paper testing for printability are described which are modifications of drawdown techniques familiar to printing-ink manufacturers. These tests are rapid, not complicated, and suitable for control work; they demonstrate the complexity of the paper surface and explain that one test alone cannot be expected to characterize the printability of a paper and that small-area samplings of paper may lead to erroneous conclusions. The following methods (primarily developed by comparing coated papers) are covered: the rigid-blade drawdown which indicates paper formation and caliper variation; the flexible-blade drawdown which characterizes the coating surface; and wipe tests which are essentially absorption measurements giving an indication of the fine character of the coating surface. The individual tests are described in detail, and their significance and interpretation are discussed. The authors claim that the classification of paper-surface contour by drawdown techniques offers printers and papermakers a means for estimating printability in agreement with pressroom performance. 1 table, 7 figures, and 4 references.

***Studies on the Suitability of Papers To Be Used in Printing.** J. F. Monroe. *Assoc. tech. ind. papetiere, Bull.* No. 3, 1954, pages 75-83 (in French). The author discusses the penetration of liquids into papers and the printability of paper, including such problems as dusting, picking, and offsetting, the surface structure of paper, and the reproducibility of the halftones. Instruments developed at the Instituut voor Grafische Techniek, Am-

(Turn to Page 119)

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Care and Handling

Composition Coating Rollers

By James T. Keating

Bingham Brothers Company
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THE oldest type of roller covering still in use for metal coating is made of hide glue and glycerine. In some sections of the country this material is known as composition, gum or gelatine, but regardless of the name applied it is basically a glue-glycerine formula.

There seems to be no set pattern for the care and handling of this type roller despite the fact it is almost universally used. Each shop has a rule of thumb treatment that seems to produce satisfactory results, so consequently no attempt at industry wide standardization has been attempted.

The purpose here is not to establish a set of rules, but rather to present facts that have been gathered over a period of time from observation and experience.

Most users agree, that if a fresh roller received from their supplier is allowed to remain in storage for several days, the life expectancy is greatly enhanced, compared with one that is installed for use within twenty-four hours after being cast by the manufacturer.

What takes place through aging is an adjustment of the composition to the coating room conditions, so that when the roller is finally installed it will remain relatively stable throughout its life in the coater.

Glue-glycerine composition being hygroscopic in nature will either lose or pick up moisture, depending on the surrounding atmospheric conditions. Roller manufacturers usually formulate, for the plants they service, to take care of average internal conditions during the period in which the roller is expected to run.

Where rollers are expected to remain in storage for any considerable length of time, it is recommended that after about a week an additional coating of oil be applied to the surface of the roller, to replace that which was originally put on by the manufacturer. The initial application of oil is very thin, and after several days the average deposit of room dust will have absorbed a large portion of it.

Oil on the roller serves as a barrier against sudden changes in humidity, thus assuring dimensional stability of

the finished diameter. Before installing in the coater this oil should be removed with any ordinary press room solvent.

When washing a roller after the end of a run a solvent that is compatible to the coating material is used. A soft cloth, liberally soaked with this solvent, prevents any tendency for the cloth to drag across the composition surface, causing a burn or scuff mark that can easily show on the next job. If this is the end of the run and the coater will be down overnight, a few seconds should be taken to apply a thin film of oil to the composition.

It might be well to point out that oiling a roller for overnight shutdown is not common practice and opinions differ as to the advantages. However, some do believe in it and adopt this procedure as standard practice.

Roller storage racks should be kept well away from the oven areas due to their normal heat loss; but rollers should be stored under the same general conditions as prevail in the coating room. Areas where the sun is



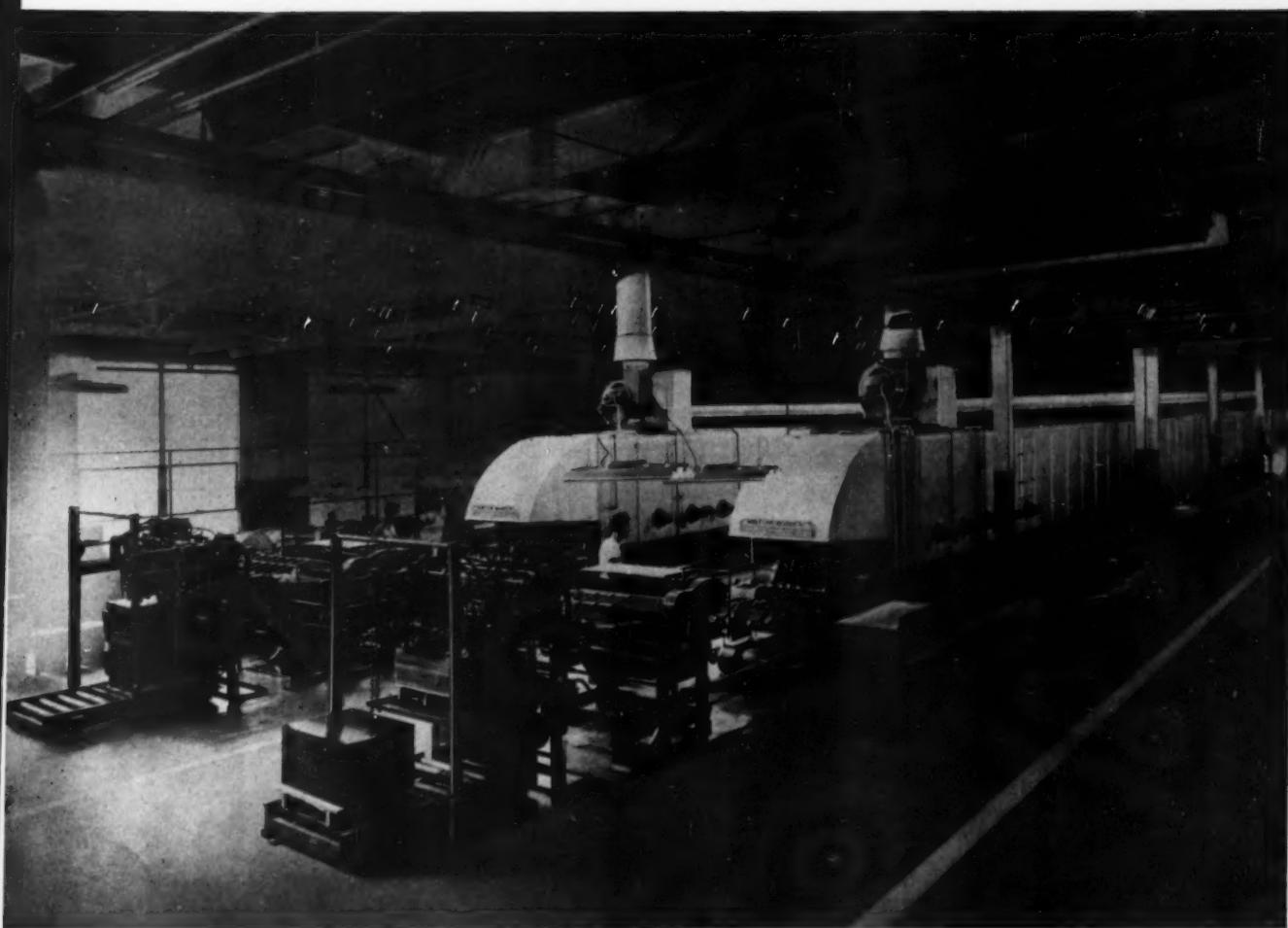
Where's the Fire?

The clanging, racing, horse-drawn fire engines were exciting and picturesque . . . but they would be no match for today's modern equipment. In metal decorating, too, equipment has changed. You can't expect to meet today's demands for faster speeds and higher quality if you're using antique equipment.

The illustration on the opposite page shows a modern Wagner-equipped metal decorating plant. This precision engineered equipment provides the finest metal decorating facilities available anywhere. It is the key to profitable operation under today's conditions.

Whether your problem is modernization or expansion, call in a Wagner engineer, and secure the benefit of over half a century of metal decorating experience.

When thinking of Progress—think of Wagner



Modernization Pays — Get the Facts!

The Wagner line includes: ROTARY-AIR OVENS, D. E. F. OVENS, AUTOMATIC STRIPPERS, SPOT COATERS, VARNISHING MACHINES, AUTOMATIC FEEDERS, ROLLER REVOLVING MACHINES, LABORATORY COATERS, SYNCHRONIZING DRIVES, AND OTHER SPECIALIZED EQUIPMENT FOR COMPLETE LINES

WAGNER LITHO MACHINERY

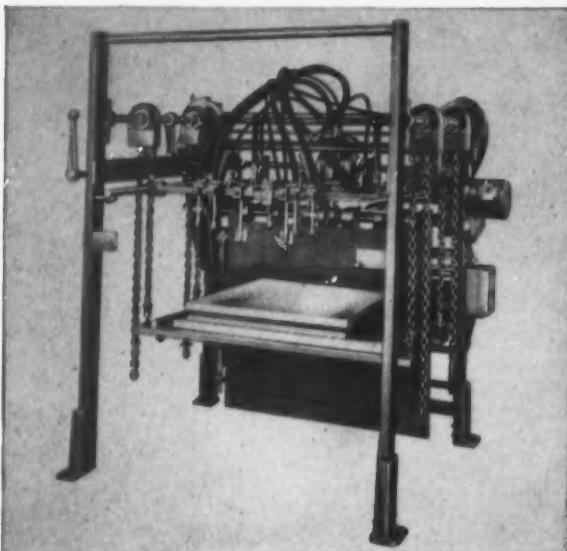
Metal Decorating Machinery

Harborside Terminal, Unit 3, 34 Exchange Place, Jersey City, N. J.



L Division

Dexter Continuous Reloading Metal Sheet Feeding Eliminates Loading Time Losses



The Dexter Metal Sheet Feeder

The Dexter Metal Sheet Feeder automatically feeds sheets to press, coater, slitter or other machine. It handles stock from 38 to 24 gauge, 36 x 44" to 14 x 16", loads up to 6,000 lbs.

The feeder automatically separates and picks up metal sheets from pile and advances them to registering or feeding-in point.

Reloading mechanism eliminates need of stops to re-load.

Should two sheets adhere, reject mechanism diverts them to reject tray without stopping machine or slowing down production.

Fewer stops and less tripping make for work of more uniform quality.

There is no marking or scratching of sheets.

Stock may be trucked into feeder by either electric or hand lift trucks or by means of floor load conveyors.

Special feeders can be supplied to handle up to 16 gauge, 48 x 144" and 30,000 lbs. load.

The services of our engineers and organization are available, without obligation to you, for consultation in development of automatic feeding of various types of machines used in your plant for handling tin plate, black iron or other metals in sheets.

Dexter Folder Company
General Sales Offices
330 West 42nd Street, New York 36, N. Y.
Boston, Philadelphia, Washington, Cleveland, Chicago, St. Louis
Agents in principal foreign countries

Schultz

DEEP ETCH

chemicals

Proved dependable and economical in leading litho plants for more than a decade. You too will find it profitable to standardize on Schultz Chemicals for all your deep etch requirements.

H. J. SCHULTZ

1240 W. MORSE AVE. CHICAGO 26, ILL.

likely to shine directly on the rollers should be avoided, and ventilation should be provided throughout the roller racks.

In setting up the coater, light pressure should be maintained between the coating and feed rollers. When the coating material picks up viscosity, reduction to the proper level should be made with a solvent, and no attempt should be made to reduce film thickness on the sheet by squeezing the feed roll into the composition. Such excess pressure will cause premature cracking of the composition. In the same manner when changing from light to heavy metal, compensation should be made with the bottom pressure roller.

Good practice for setting the feed roller against the composition roller is to use a feeler gauge of .003". This setting is made with the coater dry, and when a light equal drag is felt on each end of the roller this should be sufficient pressure for most coatings. Experiments can be made with various thicknesses, however, and when satisfactory results are obtained, this then should become standard practice.

Quite often excess pressure between the bottom steel and composition roller will cause premature damage from burred sheets. Under lighter pressure, sheets with slightly more than a normal amount of burr will leave no mark in the composition.

When cutting rollers for marginal work it has been found that if the depth of cut is kept to $\frac{1}{8}$ " and a 45° angle bevel is maintained along the shoulders of the cut a more accurate margin will be kept during the length of the run.

The purpose of the angle is to lend support to the otherwise sheer side of the cut, which can curl slightly due to the action of certain solvents pulling moisture from the composition. While this curling can take place on a straight coating run it is not noticeable, because a roller is never worked out to its extreme edges.

Water, and water base materials, are the only things that have an immediate visible damaging effect on composition rollers, and care should be taken to prevent any contact with

Metal Decorators Elect Singley

Robert L. Singley, Closure Lithographing Corp., Chicago, was elected president of the National Metal Decorators Assn. at its annual meeting in Atlantic City, N. J., October 4-7. He succeeds Donaldson Brown, of Donaldson Art Sign Co., Covington, Ky. James L. Burns, American Can Co., New York, was elected vice president, and Harold Lee, J. L. Clark Mfg. Co., Rockford, Ill., was elected secretary-treasurer.

Directors are Earl E. Gray, Caspers Tinplate Co., Chicago; William Kerlin, Tin Plate Lithographing Co., Brooklyn; Winslow H. Parker, Parker Metal Decorating Co., Baltimore; Neal Rader, The Texas Co., Port Arthur, Tex.; George A. Frank, Sheet Metal Coating and

Litho Co., Baltimore; E. R. Byers, R. M. Hollingshead Corp., Camden, N. J.; Harold Jensen, Heekin Can Co., Cincinnati; and Mr. Brown, the retiring president.

Registration was 238 as the Association met for two days of discussion of technical and management problems. A third day was devoted to a tour of the Fairless Mill of U. S. Steel Corp., at Morrisville, Pa. One hundred and twenty-five men made the trip.

Speakers discussed industrial relations, cost control, presses and blankets, ovens, various coatings, and recent research developments.

(A full report, with photographs, will be published here next month.)

them. If, through accident, water is splashed on a composition roller, a liberal application of machine oil should be made immediately to the affected areas as this will prevent blistering. Should water be allowed to dry, the composition will swell in these areas, often rendering the roller unfit for use.

When a composition roller cracks while running it is usually due either to excess pressure or to the action of a strong solvent in the coating material which has a dehydrating effect on the composition, causing an uneven flexing of the roller face.

Pressure cracks usually can be identified, as they are uneven, and start on either one or both ends of the roller working their way toward the center. These cracks show up on the side guide edges of the sheet first. When this occurs the rollers should be reset before further damage is done.

Solvent cracks affect the entire roller, usually at the same time, by thin lines that appear most anywhere on the coated sheet, and if left to run long enough they will merge into a fairly uniform but undesirable pattern. Examination of the coating roller at this point will show a fine pattern of cracks throughout the entire face of the composition.

Needless to say, sufficient spare rollers should be carried on hand at all times for efficient operation. The number is determined by the number of coaters and the type of work being done. Reputable roller manufacturers are a good source of information on the spare roller problem, and frequent consultation with them will result in a sound economic program.

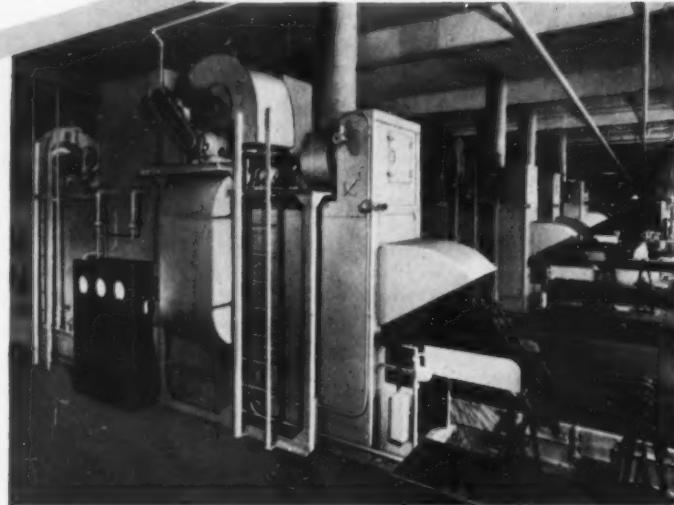
Where a plant is located near a roller manufacturer, the boxing of rollers, while desirable, is not necessary. However, when rollers must be shipped to a distant point for recovering, boxes should be constructed of sufficiently heavy material to withstand a number of round trips. End braces should be fitted correctly to prevent the roller from bouncing around in its container, yet these braces should be easily removable for ease of operation. Roller manufacturers are a dependable source of proper boxing, and it is recommended they be consulted on any needed containers.★

YOUNG BROTHERS

metal decorating ovens



designed and built
for your
requirements...



A battery of high speed ovens in a large manufacturing plant

● To get better, faster baking and drying, regardless of sheet size and production, in any metal decorating process . . . use Young Brothers Metal Decorating Ovens!

Repeat orders from leading firms prove that it will pay you to investigate the advantages of Young Brothers Metal Decorating Ovens.

Our engineers are always available for consultation without obligation . . . call or write today!



A streamlined, versatile oven in a modern jobbing shop



OVER 50 YEARS EXPERIENCE IN THE HIGHLY SPECIALIZED FIELD OF OVEN ENGINEERING

YOUNG BROTHERS COMPANY

Write for free copy
of Bulletin 7-L

1839 COLUMBUS ROAD

CLEVELAND 13, OHIO

Established 1896



Canco Signs Labor Pact

Reaching agreement a full month ahead of the contract date, American Can Co. and the United Steelworkers of America, CIO, settled recently on wages and benefits which were subject to negotiation by September 30 under the reopening terms of their two-year labor contract.

The settlement calls for a general wage increase of five cents per hour for 20,000 employees represented by the union in 36 plants of the company, and substantial improvements in the group insurance and pension plans; it was announced in a joint statement by Al Whitehouse, Chairman of the 60-man Steelworker negotiating committee, and E. T. Klassen, representing American Can Co.

Commenting on the dispatch with which negotiations were conducted, Whitehouse said: "Few major labor contracts have ever been so far ahead of the deadline. It is a definite milestone in the progress of enlightened labor-management relations."

Lids Are Lithographed

Metal can ends are being lithographed in six colors, to provide more advantageous display in supermarkets for C. A. Swanson & Sons' boned chicken and turkey, it was announced last month. Cans are made by Continental Can Co. The ends feature various recipes and several designs and recipes will be rotated according to seasons and promotional campaigns. The cans are particularly effective when displayed in a store below eye level, it was said.

Calendar on a Hot Plate

Ballinoff Metal Products Co., Cleveland, O., metal decorating firm, has come out with a new idea in the calendar field. It chose the 51st annual convention and specialty fair of the Advertising Specialty National Association in Chicago last month for its first public presentation. Ballinoff has been making hot pads for dishes and tabletop stoves for 35 years and, since the specialty advertising association is predominantly a show for calendar makers, the Cleveland firm, quite logically,

figured that they ought to have a hot pad with a calendar on it.

Only a hastily completed artist's rough drawing of the new model, reflecting this idea, was available for showing at the Chicago affair, but I. Ballinoff, president of the company said it was attracting very favorable attention from jobbers in search of new advertising novelties.

The hot pads are fabricated from lithographed terne plate with asbestos backing on which the advertising message is imprinted from rubber printing plates.

To Sun Board

Harold A. Kornell (right) has been elected a director of Sun Chemical Corp., it was announced last month by Ralph C. Persons, corporation president. Mr. Kornell is a Sun Chemical vice-president.

Long associated with the printing ink business, Mr. Kornell started his career in 1922 with the American Printing Ink Co. in Chicago. Since that time, he has served in various capacities in Sun Chemical member companies, including assistant to the general manager of American Printing Ink Co., general manager of American and Eagle Printing Ink companies, and vice-president of General Printing Ink Co.

At the present time, in addition to his position as vice-president, Mr. Kornell is chairman of Sun Chemical's midwest division of General Printing Ink Co.



Hoe Develops News Press

R. Hoe & Co., Inc., has announced development of a new printing press for medium and small newspapers. The Printmaster press can produce 40,000 papers an hour and is easily convertible to accurate and inexpensive four-color or spot color printing throughout the paper, according to the company.

New Metal Deco. Plant

Another metal decorating plant has been added to the northern part of New Jersey. David T. Houston Co., Inc. announced last month that it had erected a new one-story building for Industrial Metal Lithography Co.

The building, containing 30,000 square feet of space, is located on Industrial Road in Woodbridge, and is serviced by the Erie Railroad.

Packaging Institute Set

Various forms of offset printing, as they apply to packages and labels, will be discussed in seminars late this month at the 16th Annual Forum of the Packaging Institute. The forum will be held in the Hotel Roosevelt, New York, Oct. 25-27. It is open to anyone interested in any aspect of packaging.

Carton and label printing, metal decorating, gravure and flexography are scheduled to be aired in the special session called "Know Your Printing Processes for Packaging." Discussing the various aspects will be William B. Banks, The Lord Baltimore Press, carton and label printing by offset; W. K. Neuman, Continental Can Co., metal decorating; Bevan W. Mills, Robert Gair Co., Inc., carton printing by gravure; Arthur Snapper, Milprint, Inc., film printing by gravure; Malcolm Kimmelman, Oneida Paper Products, Inc., film printing by flexography; and A. J. Kansteiner, P. J. Kansteiner Co., carton printing by flexography.

Many other sessions will be devoted to other phases of packaging and packaging materials.

Harold E. Talbott, Secretary of the Air Force, will be guest speaker for the luncheon Oct. 27. He was formerly board chairman of the Standard Packaging Corp.

Caspers Pays Dividend

Directors of Caspers Tin Plate Co., Chicago, declared a regular dividend of 17½ cents a share on the company's common stock, payable September 30, to stockholders of record September 15, 1954.

Screen Meeting in St. Louis

An extensive exhibit of current silk screen printing will be a feature of the annual convention of the Screen Process Printing Assn. at Hotel Jefferson, St. Louis, which opens October 30.

Illinois Group Moves

The Graphic Arts Association, Inc., moved Sept. 27 to 860 North Wabash Ave., Chicago, Ill. New telephone number is Mohawk 4-3181.

MORE FOR YOUR DOLLAR

BEST
FOR
YOUR
NEGATIVES

CHEMCO'S
POWER-FIX

Chemco's pre-mixed Power-Fix assures bringing your negatives as close to chemical perfection as possible . . . uniformly clears negatives 3 times faster and lasts days longer than conventional "hypo" baths. Simple and quick to put to work — Just add 3 parts water to 1 part Power-Fix, plus 2-4 ounces Chemco Film Tempering Solution per gallon working bath . . . that's all! It eliminates messy, cumbersome weighing and mixing.

Power-Fix doesn't corrode stainless steel or porcelain, adding years of service life expectancy to your darkroom sinks.

Chemco's new easy-to-store, easy-to-pour Power-Fix 5 gallon non-return container provides quantity purchasing economies — saves you extra expense and nuisance of returning empty carboys for refund.

It's so economical — so easy to use — open and pour — recap and store — Chemco's POWER-FIX. Orders filled from all Chemco branch offices and warehouses.



... in Chemco's new 5 gallon "money-saver" container.

chemco PHOTOPRODUCTS COMPANY, INC. GLEN COVE, N. Y.

ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT • NEW ORLEANS • NEW YORK

PLATE ROUND-UP

(Continued from Page 45)

and "deep etch" quality. Runs, however, are not claimed to equal those of deep etch plates. The surface has a fine grain which eliminates scratch problems. There also is an image removal solution which can be used for corrections and also to remove imprint lines during a run.

Chester Gramstorff, S. D. Warren Co., Boston, introduced for the first time the new Warren FotoPlate presensitized offset plate. A non-metal plate, it offers good dimensional stability through its construction combination of coatings, paper and laminates. The plate thickness is carefully controlled at .012 so that it can be run with standard press settings and packing. The surface is hydrophylic, allowing an easily controlled water-ink balance. The fountain solution can remain the same as for conventional plates, and the same pH is satisfactory. The plates are packaged and guaranteed for one year. Press runs are guaranteed for 5,000 while many report runs up to seven or eight thousand. The plates range in size up to 22 x 34", but are not made in small duplicator sizes.

Bert L. Menne, Alum-O-Lith, Inc., Los Angeles, emphasized the "embedded image" feature of the Alum-O-Lith presensitized plate. The sensitizing chemicals are absorbed by the surface of the aluminum plate so that the exposed image is embedded, reducing surface wear on the image. A new non-blinding developing lacquer is used. Both sides of the plate are sensitized. Plate surface is smooth, although slightly-roughened surface plates also are offered. The plate now is greatly improved over those released last year, he said. Within four months, a 40 x 48" size will be offered.

Carroll R. Weber, Sun Supply Co., Long Island City, N. Y., departed from the presensitized category to discuss Metalife, a crystal clear surface plate coating. The material has a guaranteed shelf life of one year, and does not suffer from changes in sensitivity over such a period, nor is

it affected by humidity. When the coating is used, only one half as much is required as is needed when conventional coatings are used. Exposure is about the same, but more latitude is offered with Metalife, he said. Plates made with the coating can be held in a photo composing machine overnight without changes in sensitivity. It can be used on either aluminum or zinc.

T. A. Dadisman, Printing Developments, Inc., described what he called hard metal plates—the Lithure and the Lithengrave. Both plates now have a base aluminum sheet. The Lithure plate has a copper layer, then a chromium layer. Exposure is through a positive. The chromium is etched away in the image areas, and the copper carries the ink image and the chromium the non-image areas. The Lithengrave plate has a copper plating on the aluminum base. Exposure is through a negative, and the non-image area is etched away to the aluminum. Copper carries the ink image. Plates are grainless.

Dr. Anthony George, Fred'k H. Levey Co., Inc., New York, described the Aller plate which has a stainless steel base with a copper plating. It is grainless, and can be processed with either positives or negatives. The copper is etched through in the non-image areas, and the stainless steel carries the water and the copper carries the image.

Dr. Paul J. Hartsuch, Interchemical Corp., (IPI) discussed the Tri-metal plate, explaining that it is available either without grain or with a fine grain. Either zinc or steel can be used for the base. On this copper and chromium are plated. The plate is handled like a deep etch plate. The image areas are etched down to the copper, providing a chromium and copper surface for non-image and image areas. A non-fuming chromium etch is used.

Albert R. Materazzi, Litho Chemical & Supply Co. said that the Litho-Kem-Ko Copperized aluminum plate is handled much like a deep etch plate. He explained the steps in detail in producing a chemically deposited copper image on the plate. The process takes about ten minutes

longer than a conventional deep etch plate.

Chairman Sears also called upon two more speakers, not listed on the program, who described additional plates. Kilbourne Johnson of the Silverlith Corp., Washington, D. C., introduced the new Premco one-time surface aluminum plate. The plate is not presensitized nor coated, but is of a patented metal alloy, grease-free, and ready for coating. He also discussed the new Ozalith presensitized positive plate, which has a diazo coating. It features extreme stability, is impervious to atmospheric conditions, and has a visible image. It has no shelf life problem, and uses the same base metal as the Silverlith Premco plate. The plates are offered in press manufacturers specifications. Premier Plate Graining Co., Chicago, is distributing the plates.

Herbert Borden of Hub Offset Co., Boston, spoke briefly about the Uni-coat plate made by Sumner Williams, Inc., Boston, and distributed by the Harold M. Pitman Co. The plates have a uniform sand-blasted grain, and are not presensitized, but come ready for coating. They are priced for one-time use and disposal. They can be used for surface, deep etch, copperized, etc. The plates come in sizes up to 76". At Hub some 15,000 plates a year are made, and remakes amount to less than one-half of one percent, he said. Runs range from 50 to 100,000. A high degree of standardization is necessary, he said.★★

Add Presses in South

Harris-Seybold Co. installations from May 31 to July 31, just released, list several offset press and other installations in the southern area. These include: Arkansas Printing & Litho Co., Little Rock, a 21 x 28" offset press; C. W. Barr, Atlanta, Ga., 17 x 22"; Lithoprint Co., Atlanta, a 22 x 34"; Southern Rotaprinting Co., Atlanta, a 17 x 22"; Church of God Publishing Co., Cleveland, Tenn., a 22 x 34" two-color; Cooper-Trent of Virginia, Inc., Arlington, Va., a 17 x 22"; Keel Printing Co., Richmond, Va., a 17 x 22"; and Foreman-Pierson Press, Baltimore, a 17 x 22".

*Now there's a new member
of Eastern's
famous Atlantic line*

Atlantic Offset



Bright, Bright White

Look at a sample of the new Atlantic Offset. It's a clean, sparkling white sheet that gives extra life to every job, whether in one or six colors.

Outstanding Body

It's got just the right bulk and stiffness to feed through your presses smoothly and accurately.

Moisture-Controlled

New Atlantic Offset is moisture-controlled ensuring dimensional stability for accurate register on every run.

Uniformity

From sheet to sheet, one mill run to the next, Atlantic Offset has the uniformity you need in color, cleanliness and affinity for ink.

Try Some on Your Next Job!

Atlantic Offset is the result of long preparation, long experience in the offset paper field. It's offset paper at its finest. Available in all regular book sizes and weights, in regular and vellum finishes. Ask your Eastern merchant for samples and prices.

Eastern Corporation

 **BANGOR, MAINE**

Makers of Atlantic Bond and other Fine Business Papers

Credit Checking and Production Control

By Harold Drury

Manager, Estimating and Administrative Dept.
Forbes Lithograph Manufacturing Co., Boston

Part 3

AN IMPORTANT consideration that is often omitted in specifications, and in the estimate requests sent in by salesmen to the estimating department, is the matter of approval of credit.

Considerable embarrassment can be avoided by insisting on a credit check or a complete credit report for each new customer. With work of any nature, whether it involves only the salesman's call or the simplest type of rough art work, credit should be considered before any such work is done.

If we warn our salesman early enough that he is dealing with a customer which is strictly "cash with the order", or a customer with which we must arrange special terms, this matter can be discussed in the negotiations. This will avoid the embarrassment of receiving an order from such a customer and then finding it necessary to haggle over the method of payment. The matter of charges for storage or special handling again should be included in the original request, and not after the invoices for the material are received and returned by the customer as being unsatisfactory.

How many times have you had to re-invoice material because the salesman neglected to advise you in his order as to the number of copies of the invoice, or as to how the invoices were to be rendered. Sometime you should check with your financial

department to see what this is costing you.

If you employ a billing clerk at \$50.00 a week, and you are working on the average work-week, she is costing you \$1.55 per hour, and 2 1/4¢

Third of a Series

This is the third of a series of three articles on the various phases of specifications and other considerations involved in estimating and planning. These articles are based on Mr. Drury's presentation at the recent convention of the Lithographers National Association at the Greenbrier, White Sulphur Springs, W. Va.

per minute. It does not require very many makeovers of invoices, bills of lading, or other papers, to use up a good part of your profits on the particular job.

Production Control

We have seen the value of exact specifications so far as cushions and traps are concerned. Now let us examine briefly the value of exact specifications so far as production control is concerned.

The basis of practically all production control systems is the number of hours it takes to perform an operation in your plant. In other words, if it takes seven hours to make ready a four-color press, somewhere in your production schedule there must be blocked off seven hours of four-color press time. If the press run of this particular job takes four additional days, then this time must be likewise allocated in your schedule. In the complex scheduling that occurs in many of our plants, there are dozens of different items, but each one can be resolved into the hours required to perform the operation, and thus give production control the basic measuring stick, which it needs. Production control people cannot operate successfully by working with estimated cost, or working with number of impressions per hour, or speed of equipment, because the only common basic factor for all machine and hand operations is hours.

Accordingly, with accurate estimates, based on exact specifications, any order that has been received can be scheduled quite successfully by production control on the basis of the hours estimated by the estimator for each operation. Further than this, when making an estimate, the estimator should visualize in his mind each successive step that the job will go through, from the time the artwork is received until the last container is shipped. He, therefore, can provide production control in advance with a plan or a routing for the job. We have found that oftentimes the estimator has considerably more information than is merely stated in the cold figures of an estimate, and accordingly the closer the tie between the estimator and production control, the smoother and more profitable is your plant operation.

**They SPEAK
for THEMSELVES**



I am AQUATEX

A specially treated looped-textured fabric with a smooth even surface (*no seams*) allowing an even distribution of fountain solution over the entire surface of the dampening roller. My tailor-made feature (*a size for every press*) and two way stretch action insure a glove-like fit preventing wrinkles or twists eliminating dry areas or fill-ins.

Don't let my smooth soft texture fool you, for I am tough . . . tough enough to take the long hard wear of high speed equipment.



I am DAMPABASE

Like my team-mate Aquatex I am a specially treated loop fabric with springy texture that prevents matting and allows just the right cushion to be the perfect reservoir. I retain and feed an even flow of moisture to Aquatex, the outer covering. We . . . Aquatex and Dampabase are free of seams, wrinkles, bumps or any other irregularities that tend to spoil a perfect reproduction. Combined we are the best materials for exact dampening control.

A SIZE FOR
EVERY PRESS

AQUATEX DAMPABASE
TRADE MARK REG. U. S. PAT. OFF

*They're Better
Because They're
Seamless*

GODFREY ROLLER CO.

Roller Makers for 89 Years

211-21 NORTH CAMAC STREET PHILADELPHIA 7, PA.

If besides advising production control of the plan for the job the estimator advises the hours required for each operation, the determination of work loads for each piece of equipment by production control is a greatly simplified job. Now tie in with these two factors, the factor of delivery schedule which the estimator has previously worked out with production control and you can see that accurate scheduling is tied in directly with accurate estimating all based on adequate sales specifications.

Application of Controls

We have examined the subject from a number of angles, so let us now consider, how each of us would proceed to apply the ideas outlined in these articles.

We would suggest for step one, that you take the accompanying check list, analyze it, and check off all of the operations that you encounter in your individual plant in the estimating or production of various jobs. You may find your line is widespread, covering many different items of manufacture. Keep in mind, it may be necessary to have a specification sheet for displays, a separate sheet for booklets, a separate sheet for cartons, etc. We do not see how it is possible to have one specification sheet that would cover our entire industry, so the working out of the individual specification sheet, is largely a problem for your own plant.

Step two: Prepare your own specification sheet or estimating request form, following along in logical sequence, putting the most stress on those items where your greatest cost lies. For instance, if the cost of positives is your greatest concern, and seems to be farthest from the estimated cost, we suggest that you devote more space to this phase on your specification sheet, going into greater detail on each of the items that can affect this cost.

Step three: Brief your sales manager and salesmen as to what is the purpose of more exact specifications, and point out to them exactly how it will help them in getting more business, being more successful with the business they do bring in, and

Check List for Litho Specifications

GENERAL

Customer's Name—Brand Name
Present or Last Supplier
Address
Credit Rating (Source)
Salesman
When Estimate Wanted
Approximate Date Order to be Placed
Quality Req'd.
Equal to Sample
Regular Commercial
Best
Have we printed or figured this or a similar job before?

Approximate Unit Price or Total Price customer wants to pay (Arrived at from best sources available at time estimate requested.)

Subject (Kind of job and description)
Quantity
Sizes

Page Size, Flat Size, Sheet Size,
Folded Size
Size of Backs
Size of Pad
Gang Size
Trimmed or Untrimmed
Can dimensions be altered slightly for economy?

Layout
Number on, allowances between subject, printing allowance
Sheet Size No. of Pages
No. of leaves if calendar pad
Margins
White, bleed, even color, how many sides

Cover
Self or separate—Flush or extended
Glue Laps
Size—Left or Right, Free from color, Varnish

Form Number or Imprint
Litho., Printed or Made in U.S.A.
—Company Imprint — Union Label — Copyright Notice

Instruction Sheets
Furnished by us? Specifications
No. of Samples
For Customer, for salesman's file?

End Use
Customer intends to use subjects as
—give away, P.O.P. for re-sale, in packaging product.
Will be packed by hand; by machine; will be applied by machine.
Will be in contact with food products. Should be resistant to

fingermarks and soiling. Will be exposed to weather, bright sun.
Other —

ARTWORK—Please furnish pencil tracing, rough sketch, printed sample to show nature of job.

When will art be ready?

Size of art or reduction.

Condition of Art:

Completely assembled — ready for camera?

Complete black and white paste up
—full color separate but properly assembled.

Other — (Describe fully number of scales in black and white and in color.)

Type of Art:

Full Color — Transparency, Oil Painting, Water Color, Pastel, Color Print, Other

Black & White — Photos-Retouched, Photos-Not Retouched, Air Brush, Other.....

What lettering can be set in type?

Composition and reproduction proofs furnished by whom?

If by us, what size and face, page size, number of pages?

What special colors must be matched in printing?

On completion, return artwork to:

Nature of Art:

Are illustrations still life or figures?
(Give description of illustrations, including size, nature, number, etc.)

Does customer's production of package reproduce in illustration?

How much of design consists of lettering?

PRINTING

Method of Printing (Process) —
Sheet Fed, Web, Other.....

Number of Printings

Print from: Deep Etch, Albumen, Other

Special Operations:

Imprint — Number of Colors, Number of Imprints, Number of lines per Imprint

Number

Press Perforation

Press Score

Pen Rule — Sides — Ways

Bronze (Area)

Emboss — Number of subjects

(Continued on Page 115)

avoiding the hassles and adjustments with customers, due to mis-understanding of the specifications of the original order. You may have quite a re-education program with the salesmen, but we feel it will be profitable.

The fourth step will probably be something in the order of insistence by management that all requests are made on estimate request forms, which form will include all the

specifications for the particular job necessary. Many lithographers return the estimate request to the salesmen when specifications are lacking or inadequate.

In conclusion let me say that to introduce accurate, carefully worked out specifications into your operation is not easy, but then is any part of our business easy? The payoff comes with better estimates, more orders, and increased profits.★★



BILL LUND, Sr., President, Lund Press, Minneapolis, tells the secret of the flawless quality of this four-color insert.

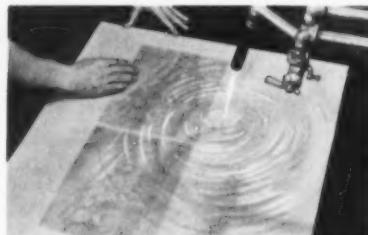
"This 3M Brand on our offset plates assures us of quality color work every time."

"Over 70% of our offset jobs are run on '3M' plates . . . and the reason is simple—we can depend on them to give

us better printing even on the most difficult jobs. Here's the fast, easy way we ran this four-color insert, for instance:



"8:10 A.M.: The negative for the yellow plate was put into exposure frame with the pre-sensitized '3M' Plate and given the standard 2-minute exposure for this plate.



"8:20 A.M.: Over to the sink (you don't need a darkroom for '3M' Plates) for normal development. Notice how quickly we get a visible image with '3M' Plates.



"8:35 A.M.: The plate is ready for the press! That's really fast processing—one reason we prefer '3M' Plates. Of course, the red, blue and black plates were handled as easily."

IT'S THE ONLY BRANDED PHOTO-OFFSET PLATE ON THE MARKET! Look for this trademark—it identifies the perfect plate for perfect printing.

FREE DEMONSTRATION—300-line Screen test right in your own shop! FREE BOOKLET on Large-Size "3M" Photo-Offset Plates! Tells all about them, how to use them. For either or both, just write: Dept. ML-94, Minnesota Mining and Mfg. Co., St. Paul 6, Minnesota.



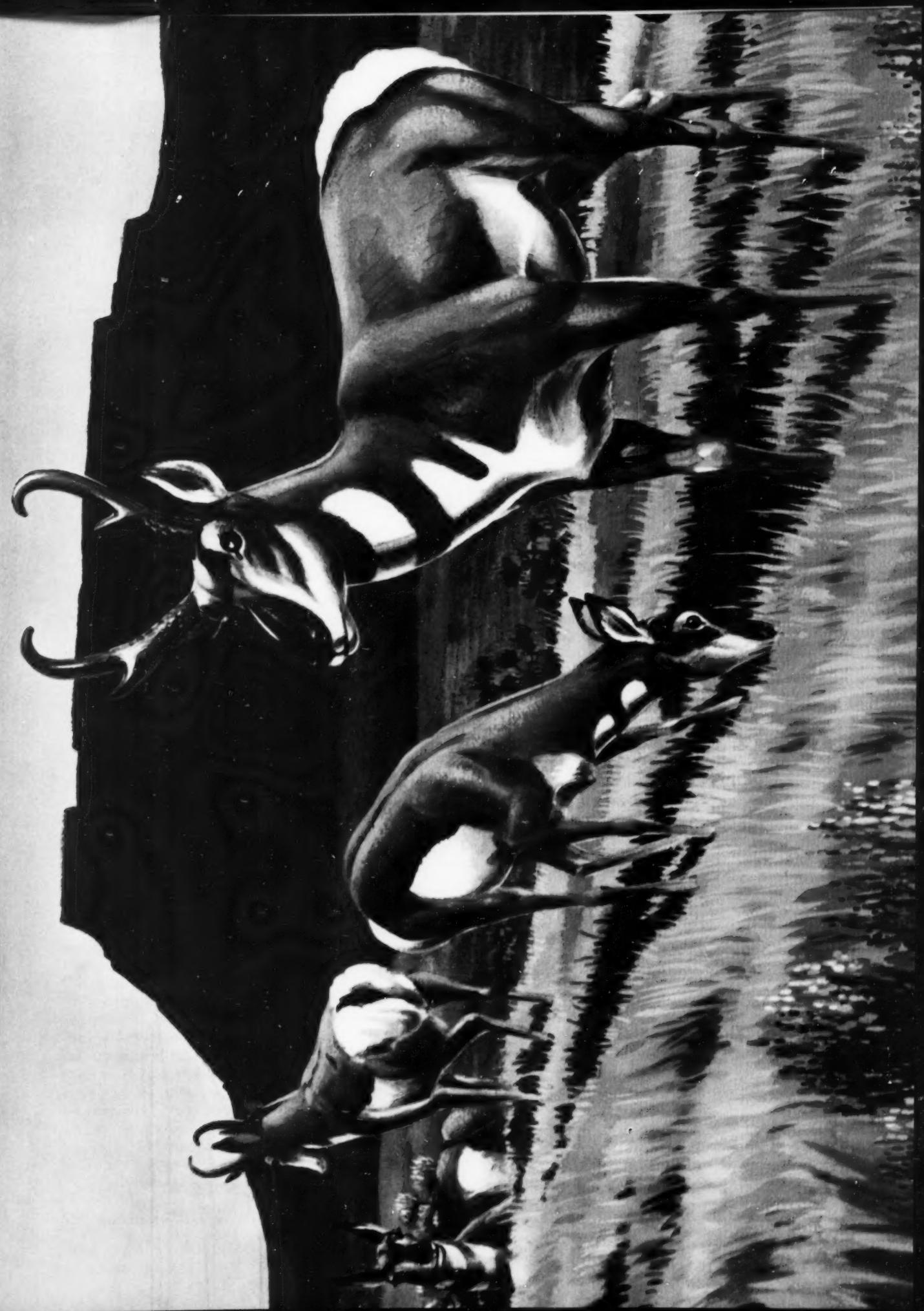
Either of these marks identifies the 3M BRAND



3M Photo-Offset Plates
World's largest-selling Sensitized Aluminum Photo-Offset Plates

Made in U.S.A. by MINNESOTA MINING AND MFG. CO., St. Paul 6, Minn.—also makers of "Spherekote" Brand Tympan Covers and Frisket Papers, "Scotchlite" Reflective Sheeting, "Scotch" Brand Pressure-Sensitive Tapes, "Scotch" Brand Magnetic Tape, "Underseal" Rubberized Coating, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ontario, Canada.





LITHO PRODUCTION *Clinic*

by **Theodore F. Makarius**

Split Fountains

WHEN two or more colors are to be run at the same time on the single unit of an offset press, special care must be given to adjusting the fountain keys so the proper amount of ink will be fed to the rollers. To start with, the space allotted between the images on the plate which are to be inked in the various colors must be sufficient to allow the minimum amount of vibration on the inking mechanism. On presses where the vibration can be cut to a minimum, the images to run in various colors may be placed within two inches of each other.

As the vibration is reduced, the setting of the ink fountain keys becomes more critical. Fountain blocks or dividers should be used in the ink fountain and the width of the divider should equal the space between the colored images on the plate. The fountain keys should be opened sufficiently to allow the ink ductor roller to dwell on the fountain roller the maximum length of time. This will permit the ink to spread over a greater surface of the ductor roller at each cycle, thereby giving the necessary ink distribution.

Next in importance is the body and flow of the various ink colors as these qualities control the ink film

thickness on the rollers. Unless the ink film is uniform in two adjoining colors, the one with the greater film thickness will mix with the other more readily when the press is idling or running without impression. At this point I would like to remind you that when running split fountains it is imperative that the press make the least possible number of revolutions when not making an impression.

The success of running split fountains depends a great deal on the ability of the pressman since the mechanics of present day presses are not designed for this specific job. At regular intervals the pressman must scrape ink from the rollers at the point where the two colors meet. This can be done either manually or with a mechanical device now available for this purpose. He must also be cautious when making ready so that the minimum lay sheets are required and the fastest makeready possible is obtained. This makes it easier to get color okay and run the job without extra washup of the rollers.

Because vibration of the inking rollers must be reduced, it is more difficult to maintain uniformity of color throughout the run and therefore a more accurate control of water is necessary. The dampers must be

clean and free of ink so that the entire plate carries a uniform amount of moisture.

When the space between individual colors is large the rollers in that area should be inked with colorless Laketine to prevent any water from the plate contacting the bare rollers. If this is not done, stripping of rollers will result on the following job.

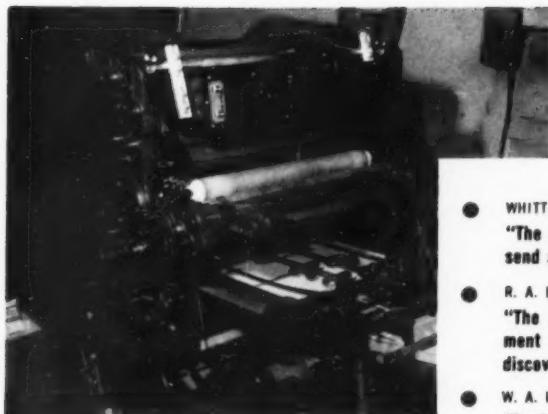
If halftone or process images are involved, the degree of color mixing can be more readily detected if a solid strip of color one quarter inch in width be placed on the back edge of the plate outside the work area. Of course, this can be done only when there is extra space on the sheet.

Where split fountains are run frequently, and the pressmen are familiar with the application and method of removal, acid is applied to the rollers in strips equal in width to the space between the images. This oxidizes the rollers and prevents their taking ink in these areas, thus avoiding the blending of separate colors on the rollers. If done properly, roller vibration can be increased and a better distribution of the individual colors will be obtained.

The aforementioned mechanical
(Continued on Page 119)

ATF

AQUA-TROL



AQUA-TROL on 14 x 20 ATF CHIEF

ATF considers Aqua-Trol an important contribution to the offset process. Proved in four years of testing, it is in successful use in hundreds of installations throughout the nation.

Its principle (patent pending) is controlled evaporation of moisture in the inking system. Its well-designed, high-quality components will give years of dependable service.

Aqua-Trol helps skilled pressmen do a better job and eager beginners a good job.

Let your ATF salesman show you a copy of the *Testing Laboratory Report* showing the effectiveness of Aqua-Trol in preventing ink emulsification.

proves itself!

- WHITT PRINTING CO., San Antonio, Texas
"The Aqua-Trol on our ATF 14 x 20 Chief works fine. Please send another unit for our Harris 17 x 22 at once."
- R. A. DONLEY, JR., Brentwood, Maryland
"The Aqua-Trol is all you say and well worth the investment I made. My only regret is that you were so long discovering it."
- W. A. HOCHMUTH, Houston, Texas
"Production is much better with Aqua-Trol—plates last longer and colors print brighter."
- BARNES PRESS, New York City
"Aqua-Trol has helped to insure our quality control."
- CON. P. CURRAN PRINTING CO., St. Louis, Missouri
"After using Aqua-Trol three months on our Harris LTN, we are well satisfied with its performance."
- B. W. PIKE, Houston, Texas
"If shop owners had to run presses, every press would have an Aqua-Trol."
- CURTIS LABORATORIES, INC., Los Angeles, California
"Our Aqua-Trol unit has materially reduced the difficulty of maintaining good ink distribution and has enabled us to increase color saturation to a marked degree."



Better, more profitable printing from the widest line of processes...

AMERICAN TYPE FOUNDERS — 200 ELMORA AVENUE, ELIZABETH, N. J.
A Subsidiary of Daystrom, Inc.

GRAVURE . . . LETTERPRESS . . . OFFSET

ATF**AQUA-TROL**

See other side for more advantages.

Daily use reveals these advantages
of **ATF** **AQUA-TROL**

Plate life is substantially increased—after each transfer the plate receives a fresh layer of moisture-free ink, leaving little chance for acid fountain water to attack the plate image.

Black ink prints jet black—colors print strong, bright and consistent throughout the press run. Ink and water adjustments are less critical and seldom need attention after the run is started. Consistent color can be maintained while reloading by letting the press idle with only the ink fountain shut off.

Image transfer is sharper and cleaner because the dampening system may be set to meet the requirements of the plate without danger of watering up the ink.

Moisture-free ink dries faster on paper, allowing a job to be backed up and trimmed much sooner than without Aqua-Trol.

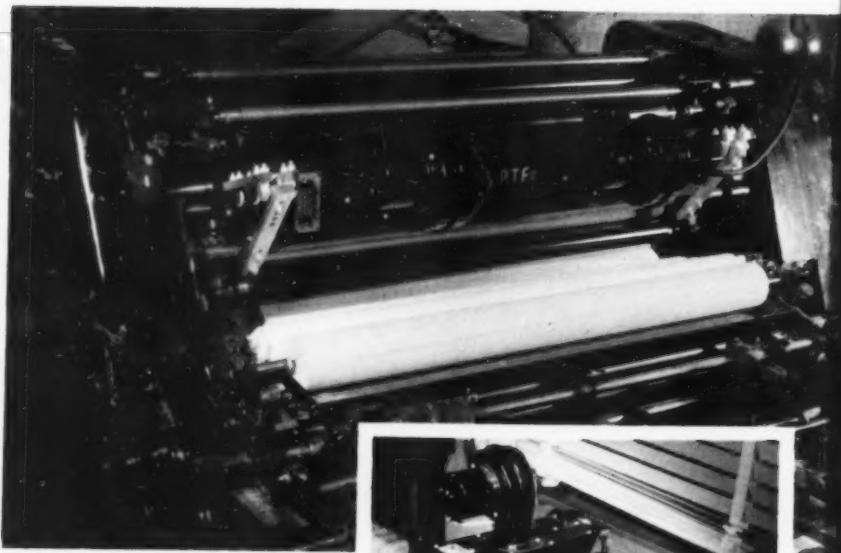
Aqua-Trol repays its cost in only a few weeks by increasing production, decreasing spoilage, and improving quality.

Easy to install.

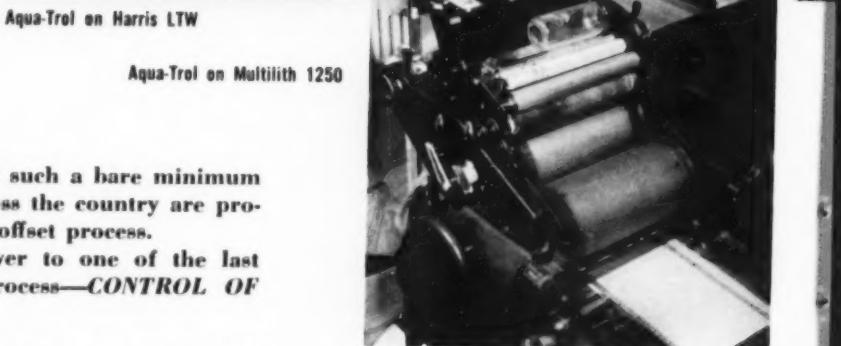
Available for all sizes and models of presses.

Considering the important benefits from only such a bare minimum of moisture in their ink, many pressmen across the country are proclaiming Aqua-Trol the "missing link" in the offset process.

Aqua-Trol is the practical, proven answer to one of the last desired variables in the offset printing process—**CONTROL OF MOISTURE** in lithographic inks.



Aqua-Trol on Harris LTW



Aqua-Trol on Multilith 1250

AMERICAN **ATF** TYPE FOUNDERS

200 ELMORA AVE., ELIZABETH, N.J.

PLEASE SEND AQUA-TROL LITERATURE AT ONCE TO:

NAME _____

MAKE AND MODEL OF PRESS _____

COMPANY _____

ADDRESS _____

CITY- STATE _____

ATF-2-ML

Don't Delay—
Mail Today!



News

ABOUT THE TRADE

PIA Outlines Program for November Convention

GENERAL CHARLES C. HAFFNER, chairman of the board of R. R. Donnelley & Sons Co., Chicago, is to be the keynote speaker of the annual convention of the Printing Industry of America. This talk, covering general basic problems of graphic arts management, will be the first of four days of talks and discussions centered around the theme "More Profits Through Better Management." The convention opens Monday, November 15 and runs through Thursday, the 18th, at the Statler Hotel, Detroit, Mich. Sessions on web offset and business forms are included.

James L. Rudisill, Rudisill & Co., Lancaster, Pa., president of PIA will address the Monday morning session, and William H. Walling, chairman of the board of Rogers-Kellogg-Stillson, Inc., New York, will report as PIA executive committee chairman.

Frank C. R. Rauchenstein, Cavanagh Printing Co., St. Louis, will head a Monday afternoon panel on "Selling More." Results of a general survey of sales compensation methods will be given.

The Union Employers Section and the Master Printers Section will hold concurrent sessions on Tuesday.

"Proven Ways to Improve Production" is the title of the Wednesday session, with Glen U. Cleeton, dean of the School of Printing Man-

agement, Carnegie Tech., as chairman.

The Web Offset Section and Rotary Business Forms Section will hold sessions on Thursday, concurrently with other general convention sessions. Web men will discuss, in panel form, "what we make, what we sell, where is the web offset market?", and "what is the market?" The Rotary Forms Section will discuss the selection, training and compensation of salesmen for rotary forms printing.

General convention sessions Thursday will deal with executive development and the use of management tools.

Announcement of winners in the various classifications of the annual Self-Advertising Awards will be a feature of the convention. This competition is sponsored jointly by the PIA and Miller Printing Machinery Co.

PIA, whose offices are at 719 Fifteenth St., N.W., Washington 5, D.C., reported last month that over 400 advance registrations already had been made for the convention.

To Compile Trade Practices

The Midwest Lithographic Plate Makers Association got together in Chicago October 5 for their first fall meeting after the summer recess with a discussion of the group's recently formulated "Trade Practices" code

as the prime order of business. This code will be put into effect shortly, it was announced. A nominating committee to select the new slate of officers for 1955 was to be appointed and program plans for the forthcoming monthly meetings were to be developed.

Paul Hansen, vice president of Chicago Litho Plate Graining Co., and president of the organization, presided at the dinner meeting at the Como Inn. Although billed as a "strictly business" affair, members took time off to examine the 150 candid camera shots made last May when the Association held its final spring meeting at the Swedish Club.

Seek Color Appraisal Data

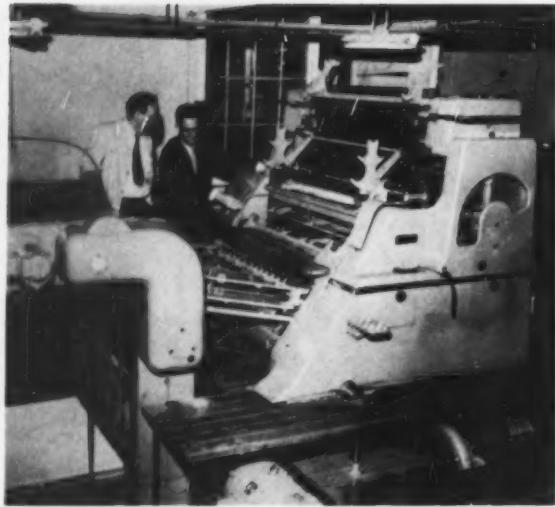
The Research and Engineering Council of the Graphic Arts, 719 Fifteenth St., N.W., Washington 5, D.C., has just launched a project which will work toward standardization of color appraisal in the graphic arts. Questionnaires were sent last month to leading graphic arts plants to collect information on lighting conditions which apply to color viewing and evaluation. A technical report will be made later, and a possible standard will be worked out.

J. Wallace Scott, Jr., of Allen, Lane & Scott, Philadelphia, is chairman of the committee. Other members will be announced later. The work is jointly sponsored by the Council and the Illuminating Engineering Society.

Denver Firm Enters Offset

Monitor Publishing Co., Denver, recently completed the installation of a new Miehle #41 single-color offset press. Pictured are (left) E. L. Perrine, president of Monitor, and J. E. Finch, Miehle representative, looking over the new installation.

This is the first offset press for Monitor Publishing Company, and Mr. Perrine indicated that a great deal of their publishing work would be converted for production on the new press.



Some L. A. Costs Decline

All-inclusive hour costs for three of the eight common phases of offset production declined in the 1954 second quarter as compared with the averages for the last 12 months, according to the quarterly hour-cost summary prepared by the Los Angeles PIA. In four of the other operations costs rose, while in one it was unchanged. The April-May-June costs are followed by the yearly averages (in parentheses) for the same operations in the following report:

Negative preparation, \$9.67 (\$9.92); camera, \$11.09 (\$10.90); vacuum frame, \$9.83 (\$9.61); 10 x 15 Multilith, \$6.21 (\$6.21); 14 x 20 one-color, \$8.13 (\$8.75); 17 x 22 one-color, \$10.83 (\$10.57); 22 x 29 one-color, \$11.65 (\$12.14); 22 x 34 one-color, \$19.48 (\$18.78).

Reduced hourly costs in the bindery also were noted for four categories, as follows: Bindery A (men's hand machines), \$7.81 (\$7.44); Bindery C (girls' small machines) \$5.14 (\$4.98); Bindery D (girls' hand work), \$3.84 (\$3.82); Cutters, 30 inches and larger, \$6.53 (\$6.56); folders to 30 inches, \$5.95 (\$6.11); folders to 40 inches, \$7.40 (\$7.77); gang stitcher, \$6.28 (\$6.56).

The figures embrace all costs, including labor, rent, utilities, depreciation, administration and selling expenses, insurance, taxes, operating supplies, repairs and maintenance, and spoilage with the correct pro-

portion of each cost factor charged to each type of machine or operation. It does not include profit, markup on buyouts, or interest on investment.

Blattenberger Visits S. F.

Raymond Blattenberger, Public Printer of the United States, was guest of honor at a luncheon given in the Palace Hotel, San Francisco, on September 15th. Members of the executive committee of the San Francisco Employing Printers were hosts.

The public printer was en route from speaking engagements before the Seattle Printing Industry and the Oregon Printing Industry to make scheduled appearances in Los Angeles. Accompanying him on his trip was William H. Walling, vice-president of the Printing Industry of America.

LA Ptg. Week Planned

Printing Week, 1955, committee personnel to plan the sixth annual observance of tributes to Benjamin Franklin have been chosen in Los Angeles by the PIA, Club of Printing House Craftsmen, and Printers' Supplymen's Guild, co-sponsors of the sixth annual event. Co-chairmen are Bruce Greenberg, Stewart Co., and Tim O'Keefe, Sierra Paper Co. The other committeemen are Ben Johnston, Zenith Printing Co., finance; Wesley Scott, Scott & Scott, education; Don Neuenberg, Western Lithograph Co., promotion, and Henry Henneberg, PIA manager, banquet.

Pisani, S. F. Litho Expand

Jack Pisani, founder and president of Pisani Printing Co., formerly at 700 Montgomery St., San Francisco, has recently completed a major expansion move with the acquisition of stock in San Francisco Lithograph Co. and the moving of his plant to 485 Bryant St.

Jerry Severance and Roland Howes, principals in the S. F. Lithograph are continuing to do trade work for other firms, but production facilities of the firm now are available for Pisani Printing Co.'s clients.

Space was enlarged in the move from 7,000 to more than 40,000 square feet. Two new folders, 38" x 50" Cleveland and a 22" x 34" Baum, were added to the five folding machines previously operated. New binding equipment was also acquired.

Typesetting facilities include Linotypes, a Ludlow, and a wide assortment of hand-set type. Extensive letterpress facilities used in publication work are now supplemented by the 36" Mann and the Miehle 29 of S. F. Lithograph Co.

The plant operates its own photoengraving plant in addition to a litho platemaking department. Equipment has been added also in these two divisions.

L. A. Training Apprentices

Related instruction—to explain the "why" as well as the "how"—for indentured lithograph apprentices has begun at the Los Angeles Trade-Technical Junior College, with Lester Lindeman, of Western Lithograph Co., as instructor. The California State law requires that a minimum of related instruction be given each year in the schools in addition to on-the-job training. Evening classes of four hours a week, and a total of 144 hours a year, will be conducted.

Kay Buys L. A. Company

D. Reginal Kay and associates have purchased Johnson Printing Co. at 2442 Colorado Blvd., Los Angeles (Eagle Rock), from Andrew Johnson who is retiring from the printing business and who will take an extended trip to Alaska. New name of the firm is Kay's Printing Co.

Mattson Joins Chicago Assn.



The appointment of George A. Mattson as executive director of the Chicago Lithographers Association was announced by the directors of the association September 16. Mr. Mattson will assume his new duties on or about November 1, 1954. During the past eight years Mr. Mattson, as director of industrial relations for the Lithographers National Association, New York, was credited with the development and the administration of a labor relations program on a national basis. Services rendered lithographic employers through this program covered collective bargaining, personnel administration, industrial training and education, employee-employer relations and labor law. He has had direct and personal contact with many lithographic companies and numerous local graphic arts trade associations throughout the country.

Prior to his affiliation with the Lithographers National Association Inc., he was assistant to the general manager of the consumer products division of the Federal Telephone and Radio Company, a subsidiary of the International Telephone and Telegraph Corp. There he was responsible for the development of organizational and personnel policies involving executive, engineering, sales and production employees. For a period of several years Mr. Mattson was a staff member of the department of personnel administration, RCA Victor Division of the Radio Corporation of America. In this capacity he served as director of training and education and as an assistant in the labor relations section of the personnel department specializing in union contract negotiations.

During the war years Mr. Mattson served as an industry consultant to the Civilian Personnel Division, Office of the Secretary of War. He is a member of several professional organizations, including the Graphic Arts Trade Association Executives. He was an instructor in labor relations, personnel administration and industrial psychology at Temple University. Mr. Mattson is a graduate of Bucknell University and the University of Pennsylvania. He is married and has three daughters.

Master Printers Hear Blank

Sixty-nine printers in the Newark, N. J., area heard Edward Blank, of Rogers-Kellogg-Stillson Co., discuss the advantages of lithography at the

first fall meeting of the Newark Master Printers Association, Sept. 20.

Speaking at a dinner meeting of the group in the Military Park Hotel, Mr. Blank outlined many advantages of lithography over letterpress for certain types of work. Title of his talk was "The Challenge to Letterpress Plants Going Into Offset."

Mr. Blank drew on his experience as president of the Club of Printing House Craftsman of New York and as plant manager of the R-K-S letterpress and offset shop.

At the next meeting of the association, Oct. 25 at the Military Park, past presidents of MPA will be honored at a dinner meeting.

LNA Plans 50th Convention

The 50th annual convention of the Lithographers National Association, marking another milestone in the history of the lithographic industry's oldest trade organization, will be held on June 20 to 23, 1955 at the Lake Placid Club, Lake Placid, New York.

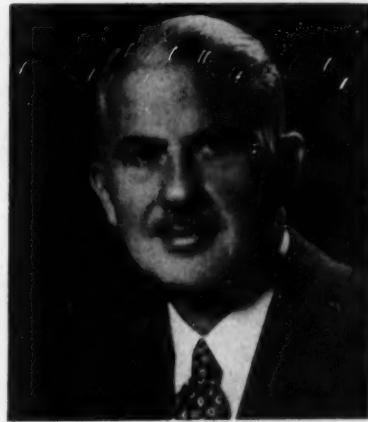
"Although it is too early to outline the conference program that is being arranged for our golden anniversary convention," executive director W. Floyd Maxwell commented, "LNA will take appropriate steps to commemorate this important event in a memorable way. At the same time, the problems that challenge the industry today will be fully covered."

Mr. Maxwell recalled that LNA was founded 66 years ago by a "handful" of progressive-minded lithographers who had faith in the ultimate destiny of lithography's part in the graphic arts.

"LNA's industry-wide program today is designed to assure management's success in the operation of profitable lithographic plants," Mr. Maxwell observed. "The association's expert staff keeps management thoroughly informed on new developments in production, techniques, cost accounting procedures, equipment, labor and industrial relations and conducts a valuable educational and promotional program."

At this time, the association's program is geared to achieve certain major objectives, among which are:

Devine Joins Flint Ink



John F. Devine (above), for many years an executive of Sun Chemical Corp., New York, and its predecessor companies, has just joined Howard Flint Ink Co., Detroit. Mr. Devine started his career in 1914 with Fuchs & Lang Mig. Co., which later became a division of General Printing Ink. He became general manager of F & L, serving in this post for many years. He held a number of other important posts with the organization, continuing after Sun Chemical Corp. was formed. The Pacific Coast Div. of GPI was under his direction for a period, and in 1949 he was elected vice president of Sun Chemical Corp.

1. The implementation of a sound industrial relations program to provide leadership and guidance to lithographic management in this highly complicated field.

2. The promotion of a better understanding of the potentialities, versatility and unlimited scope of the offset-lithographic process among buyers of printed material.

3. The development of markets for lithography through education.

4. The establishment of sound management principles—particularly in the fields of accounting and cost finding practices.

5. The fostering of numerous industry-wide and educational activities to encourage the use of lithography and to help members increase their sales volume.

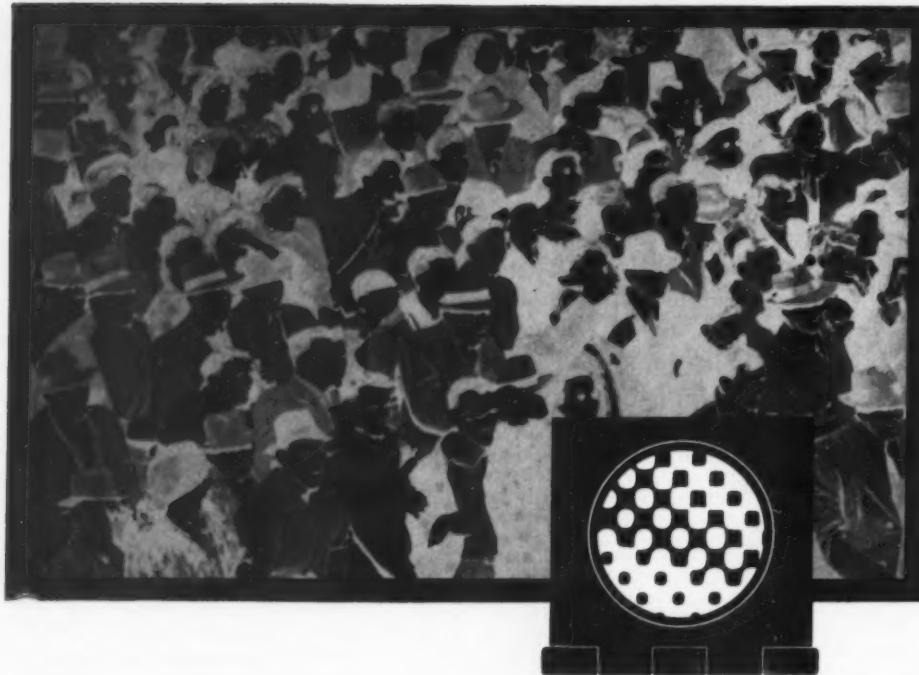
Rapid Opens Newark Branch

Rapid Roller Co., Chicago, has opened a new branch at 800 McCarter Highway, Newark 5, N. J. A. D. "Pat" Kirkpatrick, who has been eastern representative for the company for several years, is in charge.

*film development
to finished plate...*

TROUBLE-FREE PROCESSING

with **MALLINCKRODT**
LITHOGRAPHIC SPECIALTIES



...the line that's "tailored" to fit your exact needs.

RESULTS: Sharp definition of every tiny dot...in your negatives, on your plates, on your proofs. Trouble-free performance in each processing step...fewer make-overs...time saved...more profits.

ALBUMEN EGG SCALES
AMMONIUM DICHROMATE PHOTO
PICTONE®
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LITHOTONE®
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*ORDER A TRIAL SUPPLY from your dealer. Let them prove their advantages in your shop.
Send for FREE 1954 Catalog today.*



MALLINCKRODT CHEMICAL WORKS

Mallinckrodt St., St. Louis 7, Mo. 72 Gold St., New York 8, N.Y.
CHICAGO • CINCINNATI • CLEVELAND • LOS ANGELES • MONTREAL • PHILADELPHIA • SAN FRANCISCO
Manufacturers of Medicinal, Photographic, Analytical and Industrial Fine Chemicals

Chicago Pig. Week Under Way

Plans for the Chicago observance of Printing Week now are under way. There is going to be a big industry banquet the night of Tuesday, Jan. 18, it was decided by the Craftsmen's Club Printing Week committee, of which Wayne V. Harsha of *Inland Printer* is chairman. The Chicago Club's own Thomas P. Mahoney, vice president of the Regensteiner Corp., and president of the International Association of Printing House Craftsmen, will be one of two speakers, the other being James J. Rudisill, printer and lithographer of Lancaster, Pa., and president of Printing Industry of America.

Another feature of the Chicago observance will be a wreath-laying ceremony at the statue of Benjamin Franklin in Lincoln Park, Sunday afternoon, Jan. 16. Formerly this event was sponsored by the Old Time Printers Association, but responsibility for honoring America's most famous printer was taken over by the Craftsmen when the Old Time Printers disbanded a year ago.

Other details of Chicago's Printing Week program are being worked out and it is anticipated that the celebration planned for that city will be a pace setting and record breaking affair. It will have to be, say the Chicagoans, since their own past president, Floyd Larson of the U. S. Navy printing plant at Great Lakes, Ill., is chairman of the Craftsmen's national Printing Week committee.

Donnelley Honors Two Men

Two R. R. Donnelley & Sons Company executives, who together have devoted 75 years to the service of the printing concern, observed service anniversaries in September. Harry B. Tellschow, vice president in charge of purchasing and traffic, went to work for the company 35 years ago as a cost clerk. Bruce A. Young, consulting engineer in the Product Development Division, is celebrating his 40th year of Donnelley employment. Mr. Young has contributed to many basic advances in rotary press design and helped in the development of "heat set" printing.

A. M. Miller Dies in Kan.

Arthur M. Miller, 64, president of McCormick-Armstrong Co., Inc., Wichita, Kansas printers and lithographers, died Sept. 22 after a brief illness. A past regional director of the Printing Industry of America, Mr. Miller joined the Wichita firm as a salesman in 1920. He was elected president in 1946.

Born in Coffeyville, Kansas in 1890, Mr. Miller attended Kansas University and served with the Army Engineers during World War I. He was active in the graphic arts industry throughout his business career and was a past president of the Printing Industry of Wichita. An enthusiastic sportsman, he had recently completed a world tour by air with his wife, who survives.



Inland Adds Press

Inland Press, Chicago, recently completed installation of a new Miehle No. 49, two-color offset press, which replaces another of the same type, James C. Armitage, vice president, said.



Riggers Rig Rigby Press

Rigby Printing Co., one of the oldest lithographers in Kansas City, recently installed a new Miehle #75 two-color offset press. To get the big press into the plant it was necessary to hoist each unit up and move it in through the window. During the entire operation neither street traffic nor plant production was interrupted. Rigby Printing Co. said that this new installation is part of a program to expand facilities.

New Chicago Firm

Gamut Press & Lithographers, Inc., began operations in Chicago last month with Shelley Nathanson as president and executive director and his father Maurice Nathanson as silent partner. Located at 3222 N. Halsted St., the company will do both letterpress and offset work, with emphasis on the latter, Mr. Nathanson said. Equipment includes a small ATF-Webendorfer press, while, for the present, platemaking work will be handled outside. Mr. Nathanson started as a printer when 14 years old, he related. Later he attended the School of Printing at Stout Institute, Menominee, Wis. After doing a hitch in the army, including a year and a half as supervisor in the Far East Printing & Publishing Center at Tokyo, Japan, he returned to Chicago, for a year in the production department of Newman-Rudolph Lithographing Co. For a year he was selling for Continental Printing Equipment Co.

Container Corp. Adds 5-Color

Container Corp. of America has installed a new Miehle No. 76, five-color offset press in its Chicago folding carton plant at 1301 W. 35th St., to replace a two-color formerly in use there. Increased facilities for multi-color work were needed, Herman Hitzeman, pressroom superintendent, said. Formerly Container Corp. handled all offset printing at the 35th Street plant in Chicago, he said, but within the year another offset plant was erected and is now in operation at Valley Forge, Pa.

Meyercord Offers Improved Gold

New Meyercord gold, which Meyercord describes as the finest reproduction of the actual metal now available in decals produced for truck and fleet cars, has just been announced by The Meyercord Co. of Chicago, decalcomania manufacturers. The new gold is also claimed to outwear previously used gold decal materials according to tests set up and conducted under varied conditions by The Meyercord development laboratory.

The new quick way to make offset plates—

With OZALITH...
the *first* sensitized positive
paper plate...from original
to running press in 90 seconds!



1—Lay translucent copy over Ozalith, and expose in any Ozalid machine or similar light medium.



2—Swab exposed plate with developing fluid and fixer, place on press cylinder—and you're ready to run.

Now for the first time . . . you have Ozalith—a positive paper offset plate that can be made directly from any translucent original.

Just place the original on the Ozalith plate, and expose in an Ozalid machine—Bambino to Printmaster—or any similar light medium.

Swab the exposed plate with developing fluid and fixer, place on the press cylinder—and it's ready to run.



No darkroom, negatives, trays or dryers are needed. And this new paper plate is so inexpensive that it needn't be filed. Overruns are unnecessary. One translucent copy enables you to make quickly a new plate if more copies are needed.

For longer runs, Ozalith plates are also available on aluminum.

Save plate making time, costs and storage space with Ozalith. For a demonstration, call the nearest Ozalid distributor. Or write 601 Ozaway, Johnson City, N. Y.

OZALID—A Division of General Aniline & Film Corporation . . . *From Research to Reality*.
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OZALITH

Gevaert Man Honored

Rene Aerts, vice-president of the Gevaert Company of America, Inc. presents George A. Hoeppner, head of the graphic arts department, with a gold wrist watch, commemorating Mr. Hoeppner's 25th year with the company. Looking on are Dr. Joseph Gevaert, (left) and Dr. Albert Beken, general sales manager of Gevaert Photo-Producten, N. V. The presentation was made at a recent party held at the Gevaert Company's new headquarters, 321



West 54th Street, New York, celebrating the 60th anniversary of the parent company, Gevaert Photo-Producten, N. V., Belgium.

Runs Offset Fluorescent

Daylight fluorescent ink recently was used with reported successful results on a short run offset job by a New York lithographing company. The job, a booklet going to dealers and distributors of barber supplies, was produced by Sun Printing & Stationery Co., New York 12, N. Y., for Pearlduck, Inc., 763 Eighth Ave., New York 36. The fluorescent ink was made by Oak Luminous Products, Inc., 102 King St., New York 14.

Total run was 2,000, about half on 70 lb. offset and half on 50 lb., according to Salvatore J. Bazzia, advertising manager of Pearlduck, who formerly was with York Litho Co., that city. The 8½" x 11" booklet made use of green fluorescent ink together with regular black. The fluorescent ink was most effective when used as reverse display type against a black background.

Mitchell Frank of Sun Printing & Stationery, said the job was run at normal speeds. These inks have been in common use for screen process, gravure, letterpress and bronzing, but have rarely been used for straight offset work, it was thought.

Acquire Smith Co. in Rochester

John P. Smith Printing Co., Rochester, N. Y., which has an offset division, has been sold to Herman H. Schwartz, president of the Herman H. Schwartz Co., Rochester, and his brother, Maurice, of Auburn, N. Y. The buyers acquired the stock owned by the estate of Frank J. Smith from the trustees, Central Trust Co. and John Ermatinger, a grandson of the founder, John P. Smith, and also

stock held by four individuals, Mrs. Frank J. Smith and three children, Peter, Paul and Jacqueline. No purchase price was announced.

The printing firm, established in 1873, is one of the oldest and largest in Rochester. Its president is Clifford L. Vanderbogart, who came to that post in 1950 following the death of Frank J. Smith. About a year ago, Rochester Lithograph Manufacturing Corp. was consolidated with the printing company as a division.

It is understood the printing plant will be moved from its present site,

195 Platt St., and plans are being studied for expansion of the business with the present officers and staff continuing operations.

Intertype Names Treasurer

William L. Hewitt has been elected treasurer of Intertype Corporation, Brooklyn, it was announced last month by president Harry G. Willnus. Mr. Hewitt succeeds Harry A. Grube, who retired October 1 after 40 years of service with the firm.

Mr. Hewitt was graduated from Union College with a degree in civil engineering. He was formerly vice president and controller of the Arma Corporation, Brooklyn, and was associated with the General Electric Company for many years.

Capricorn Adds Presses

Capricorn Litho Co., New York, placed in operation during September a 35" x 45" Harris two-color offset press. The company also expected delivery early in October of a Harris 22" x 34" two-color offset press, according to Peter A. Rice, head of the firm.



LNA to Enlarge Competition

Making plans for a greatly enlarged competition, members of the promotion committee of the Lithographers National Association meet in Chicago to plan the 5th Lithographic Awards Competition and Exhibit. Seated, from left, are Vernon K. Evans, Vertone Co., chairman; Ralph D. Cole, Consolidated Lithographing Corp., last year's chairman; and Harold D. Spencer, Western Printing & Litho. Co. LNA executive committee member. Standing, from left, Robert E. Ludford, Chicago Litho Plate Graining Co.; Clifford Baugh, Process Lithograph Co.; George P. Hughes, Kindred, MacLean & Co.; Gordon C. Hall, LNA Western manager; Thomas P. Mahoney, The Regenstein Corp.; C. A. Nordberg, Chicago Offset Printing Co.; and Herbert W.

Morse, LNA promotion director. The group met at the Lake Shore Club, Chicago, Sept. 9 and 10.

LNA President Carl R. Schmidt, Schmidt Lithograph Co., San Francisco, chose the committee to make arrangements for the competitions to select the most outstanding offset-lithography produced in 1954.

The opening exhibit will be held in Chicago in June, 1955. Competition is open to anyone in the lithographic industry, including non-members of LNA and advertising agencies, artists, advertisers, etc. This year school yearbooks have been added to the classifications, and there may be further revisions in other categories. Herbert W. Morse, promotion director in the New York office and Gordon C. Hall, western manager of LNA in Chicago, are coordinating the project.

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STRATHMORE

MAKERS OF FINE PAPERS

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Wash. Assn. Installs

New officers of the Graphic Arts Association of Washington, D. C., Inc., were installed at the fortieth annual meeting, September 20. Seated, left to right, are: vice president Garwood Chamberlin of E. A. Merkle, Inc.; president J. Thurman Diggs of Byron S. Adams; recording secretary John S. Beckham of the Rufus H. Darby Printing Co. Standing, L to R., are: treasurer, Ralph E. Dewhirst of American Printing Co.; and executive secretary George P. Mallonee.



Darby Advances Beckham

John S. Beckham, general manager of the Rufus H. Darby Printing Co., Washington, has announced the appointment of O. Edward Johnson as assistant general manager. Mr. Johnson started with the firm as an apprentice in 1940. Following his service with the armed forces, he entered Rochester Institute of Technology, majoring in offset lithography. After his graduation in 1948, he returned to Darby. His most recent position was assistant sales manager.

Winkler Talks at Phila.

J. Homer Winkler, of the Batelle Memorial Institute and secretary of the Graphic Arts Research and Engineering Council, addressed the September meeting of the Junior Executives Club of Philadelphia at the Hotel Essex.

He talked about research problems and especially trends as related to duplication and reproduction; also research techniques, how they are financed, and how choices of subjects are made.

Colortype Sales Mgr. Dies

A. George Voss, 51, sales manager in the East for American Colortype Co., Clifton, N. J., and Chicago, died September 9 from a heart attack while on a fishing trip in Canada. Mr. Voss, a long time employee of the company, joined the firm in Chicago about 1927. He transferred to the eastern operations in 1939, and

had made his headquarters in the New York sales office.

Surviving are his widow and two sons.

Add Presses in East

Color Crafts, Inc., Stamford, Conn., recently added two Miehle #29 offset presses. The same models were put in by the following: Bordeau Co., West Springfield, Mass.; Excelsior Printing Co., North Adams, Mass.; DePalma Printing Co., Inc., New York; Hinkhouse, Inc., New York; and the printing plant of E. I. duPont de Nemours & Co., Philadelphia.

PIA to Begin Building

Work is to begin soon, probably this fall, on the new Washington headquarters building of the Printing Industry of America, according to a PIA bulletin issued last month. Over \$110,000 of the building fund had been raised up to September, and the fund had about \$50,000 to go, the association reported.

Dubrowin Joins USP & L

Ray Dubrowin has been appointed director of the newly created point-of-sale merchandising department of the United States Printing & Lithograph Co., Cincinnati, Ohio, it was announced by President William H. Walters.

Mr. Dubrowin assumed his new duties on Sept. 20, with headquarters in the company's New York office. In his new position, he will be re-

sponsible for the planning and development of all types of lithographed point-of-sale material, as part of the expanded creative services of the company, Mr. Walters said.

Mr. Dubrowin formerly was manager of display materials for General Foods Corp., where he directed the point-of-sale display programs for all GFC products. Previously, he had been manager of point-of-sale merchandising for National Biscuit Co.

Directs Intertype Research

Ernst L. Midgette, since 1949 a consulting member of the board of engineers of Intertype Corp., Brooklyn, has been appointed director of research, development, and engineering, according to an announcement by Harry G. Willnus, president of Intertype. At the same time, vice president Herman R. Freund assumes new duties as consulting engineer and supervisor of all typographic matters.

Mr. Midgette's previous experience with Intertype and his work in related fields has provided him with a wide background of knowledge in the problems of typesetting machine design, development and engineering. He attended the University of North Carolina, and received the degrees of B.S. and M.S. in mechanical engineering.

Intertype Corporation also announced that Richard L. Cannaday has been appointed secretary of the board of engineers, and William H. Fangemann, who has been with the engineering department since 1934, has become a new member of the board of engineers. Mr. Cannaday is a graduate of Massachusetts Institute of Technology, from which he holds the degrees of B.S., M.S., and mechanical engineer. He also holds an L.L.B. degree from St. John's University in Brooklyn. Mr. Fangemann was graduated in 1936 from New York University with a B.S. degree in mechanical engineering.

Franz Binninger Dies

Franz Binninger, 79, former superintendent of the lithograph department of the Levey Printing Co., Indianapolis, died Aug. 23. He served his apprenticeship at the Indianapolis Lithograph Co.



New Display Construction

Cardorama Displays, 121 S. Beverly Drive, Beverly Hills, Calif., has just announced a new patented type of cardboard construction for point-of-sale displays. The curved support makes the display warp-proof, according to the company, while giving the display a three-dimensional effect. Lighter weight board can be used while rigidity is re-

tained. The company is licensing its use by display producers.

Eleveld With Inland

Inland Lithograph Co., Chicago, has announced the appointment of Jack Eleveld, Jr., as vice president in charge of the newly organized packaging division. Inland Litho has always done label printing and has a large point-of-purchase display business, B. E. Callahan, president, said, and in now entering the packaging field will specialize on wraps for candy bars, boxes and other purposes. Mr. Eleveld formerly was associated with Michigan Lithograph Co., Detroit.

Industry Men At A.L.A.

Industry men contributed an important part to the recent Mountain region Conference of the Amalgamated Lithographers of America at the Stanley Hotel in Estes Park, Col.

Seventeen employers from litho plants in the region participated in the five-day educational conference Sept. 6-10 to "exploit the common interests of management and employes in development of the lithographic industry."

One of the highlights of the program was a panel question and answer session which included the following: Wade E. Griswold and Michael H. Bruno, Lithographic Technical Foundation; Frank Oehme, Printing Developments; Clifford Jewett, Minnesota Mining and Manufacturing Co.; Joseph McConaughay, Harris-Seybold Co.; and John M. Wolff, Jr., Western Printing & Lithographing Corp.

A.L.A. International officers John Blackburn and Donald Stone also participated in the meetings, outlining the advantages of the international organization.

Colored slides of the recent Lithographers National Association litho awards were shown at the meeting, which attracted nearly 100 A.L.A. members and guests.

Houston Elects Montgomery

R. G. Montgomery, of Montgomery Printing Co., was elected president of the Houston Graphic Arts Association Sept. 13 at the 36th annual meeting of the group in the Brand Room of Kelley's.

Other officers reelected at the meeting were Max Kaplan, Carmax Corp., vice president; Jack Emmott Jr., Loose Leaf Supply Co., secretary; and Berton F. Young, Craftsman Press, treasurer. Named to the board of directors were Vernon Hearn, Hearn Lithographing Co., Inc., two years and A. A. Thrasher, Clampitt Paper Co. and William L. Hutchings, Clarke & Courts, three years.

More than 70 persons attended the meeting.

MASA, DMAA Meet

Conventions of the Mail Advertising Service Assn. and of the Direct Mail Advertising Assn. were planned for early in October at the Statler Hotel, Boston. The MASA was to meet October 9-12 and the DMAA, October 13-15.

Discuss Dry Offset

Dry offset, especially from the standpoint of platemaking, was to come under discussion as a feature of the 58th annual convention of the American Photoengravers Assn. The event was to be held October 11-13 at the Jefferson Hotel, St. Louis.

Warren G. Buhler, research and development department, American Type Founders, was to talk on "The Mechanics of Dry Offset." This was to be followed by a paper "Dry Offset—Three Year's Work and 20 Million Impressions, or, Engravers by Default," by E. W. Thomas, sales manager, Speaker-Hines Printing Co., Detroit and Lansing, Mich.

The association anticipated an attendance of more than 1000 persons. Exhibits of equipment and supplies were to be shown by 49 manufacturers and supply firms.

Hamilton Heads Argus

Kenneth A. Hamilton has been named president of the Argus Company Inc., Albany, N. Y., printing company, succeeding Roy L. Atwood, who died July 12.

Mr. Hamilton is succeeded as vice president by Harold G. Hall who has been the firm's sales manager. Mr. Hamilton joined the company in 1952 as vice president and general manager. He formerly was publications manager for the Williams Press Inc. in Albany. Mr. Hall joined Argus in 1950 after having been head of the State Health Department's publications production section.

Spaulding-Moss Expands

Spaulding-Moss Co., Boston, has acquired an extra floor at 109 Purchase St., adjacent to its 113 Purchase St. site, for storage and for an enlarged lunch area for the employees. This now includes two floors at No. 109, the first leased last year.

The second floor at 275 Congress St., Boston, recently leased, is devoted to the Spaulding-Moss Co. merchandise warehouse, sensitized paper and Ozalid machine service departments. Walter Gilbert was appointed Merchandise Manager in charge of this unit.



Cleveland Honors Wise

The International Association of Printing House Craftsmen's new second vice president, George Wise, second from right, was honored at a testimonial dinner in Cleveland Sept. 2. Nearly 80 Cleveland Craftsmen, their wives and guests attended the dinner in the Driftwood Room of the Tavern

Restaurant. Mr. Wise is partner-superintendent of Dugan-Millis Inc., Cleveland offset and letterpress plant.

Guests at the dinner included five members of the Pittsburgh, Pa. Club: William Joel, president; Robert Edgar, past president; Norbert Hinkel, I. J. Shalley and Kenneth Chapin.

USP & L Acquires N'western and Simpson & Doeller

OUTRIGHT purchase of all assets of the Northwestern Lithographing Co., Milwaukee, by the United States Printing & Lithograph Co., Cincinnati, was announced in early September by William H. Walters, president of USP&L, and Kenneth J. Wollaeger, Northwestern president.

The newly acquired company will be operated as a division of USP&L, and Mr. Wollaeger becomes division manager in charge of flexible packaging production. No other changes in office, sales or plant personnel at Milwaukee are contemplated, and manufacturing operations will continue at the present location. Production at the Milwaukee plant consists principally of web-fed gravure printing on foil and paper, as well as offset lithographic printing. The plant also is equipped with complete cutting equipment.

The United States Printing & Lithograph Co. also has acquired the good will and equipment of the Simpson

& Doeller Co., Baltimore, Md., which, in the future, will be operated as the Simpson & Doeller division of USP&L. Manufacturing operations will be discontinued at the present Simpson & Doeller plant, and moved as soon as possible to the Baltimore plant of USP&L.

Henry Doeller, Jr., will head the new Simpson & Doeller division, and included in this division will be its sales personnel in Baltimore, as well as in the company's branch offices in New York, Boston and Portland, Ore.

The United States Printing & Lithograph Co. is one of the leading producers of color printed packaging and advertising materials. In addition to its Baltimore plant and the newly acquired Milwaukee plant, the company operates five other plants in Mineola, N. Y.; Erie, Pa.; St. Charles, Ill.; Redwood City, Calif., and Cincinnati, Ohio, where its executive offices are located. The company has sales offices in principal cities throughout the United States.

Add Photo Composers

Gerlach-Barklow Co., Joliet, Ill., litho firm, has added to its camera department facilities a new 40 x 40" Monotype-Huebner precision overhead camera. International Business Machines has also installed a Lanston M-H 2 photocomposing machine in its Greencastle, Ind., plant, and a similar model has been put in by Simplicity Pattern Co., Niles, Mich., where dress pattern printing is done by offset. Sales were made through Lanston's Chicago office, G. Spencer Anderson, manager there, reports.

Midwest Firms Add Presses

Installations of Miehle offset presses were announced last month and include the following firms in the Midwest area: Nazarene Publishing House, Inc., Kansas City, added a #49; the following firms put in Miehle #29s: Carpenter Litho & Printing Co., Springfield, Ohio; William B. Burford Printing Co., Indianapolis; Keeler-Morris Printing Co., St. Louis; Edward Hine & Co., Peoria, Ill.; Process Color Plate Co., Inc., Chicago; and Packers Package, Inc., Muncie, Ind.

Dayton Appoints Ruggles

Norman A. Ruggles has been appointed sales representative in the New England states for the Dayco Roller Division, The Dayton Rubber Company, Dayton, Ohio. Mr. Ruggles has been associated with the graphic arts field for over 20 years, specializing in printing papers, presses and equipment in the New York and New England areas. He is located at 176 Winthrop Road, Brookline, Mass.

Holds Open House

Toledo Printing Co. held open house Sept. 11 to celebrate the move into new and larger quarters at 1106-12 Dorr St., Toledo, Ohio. The firm formerly was located at 512 Erie St.

E. James Tippett, secretary of the firm, said about 200 guests attended the open house. The company, established in 1902, is headed by E. J. Tippett, Jr., president-treasurer.

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Forbes Expands Staff

In an effort to supplement existing facilities and in order to continue to improve the service offered to its customers, the Forbes Lithograph Mfg. Co., Boston, and Chelsea, Mass., announces the appointment of additional sales personnel in its home office and each of its branch offices.

At the home office, Vincent C. Lanigan joined the Gravure Division Sept. 27, and is devoting his efforts to further expansion of this division on a company-wide basis and operating not only in sales, but in special packaging research and development as well.

To the New York branch staff has been added Ogden J. Olson, who formerly was active in the distilling

industry in a sales promotion capacity. Also appointed to work out of the New York sales office is Harrison



O. J. Olson
Joins Forbes
N. Y. Office Staff

S. Wilson, although his activities are expected to be concentrated in the Greater Philadelphia area.

George E. Lasch, Jr., has been added to the Cleveland branch staff, and J. S. Wanberg, newly appointed, already is actively representing Forbes in the Chicago area.

Coffin Retires

Louis Coffin, vice president in charge of foreign sales for the United States Playing Card Co. in Cincinnati, retired Sept. 17, after 50 years with the company. He joined the firm in 1904 as a clerk and was promoted successively to foreign traveler, director of export sales, traffic manager, treasurer and, in 1947 to his most recent position.

Mr. Coffin's activities took him to markets in all areas of the world, and he developed the export department of the company to front-rank position. Long active in Cincinnati civic affairs, Mr. Coffin is a former president of the Cincinnatus Association, Cincinnati Museum of Natural History, Xavier University Alumni Association, and he has been a member of the Cincinnati Regional Planning Commission since 1941.

Hodes Co. Formed

Hodes Litho Arts Co. began operation in Chicago Aug. 1, as a trade platemaking concern, with Jack Hodes, former Minneapolis trade shop president, as proprietor. Known previously as Modern Litho Plate Co., the plant at 459 S. Wells St., had been conducted for about a year as a subsidiary of Sun Litho Plate Co., of Cincinnati.

As a first step in expansion of his newly acquired facilities, Mr. Hodes

installed last month a new Lanston photo composing machine. Later, he said, he plans to add a new camera and possibly other equipment. Color plates for lithography and multiple positives and plates for the metal decorative trade will be featured in his service, he said.

120 at Dayton Meeting

Graphic Arts education projects in Dayton got a real push last month as the local PIA held its annual meeting in conjunction with the Education Council of the Graphic Arts and the Dayton Club of Printing House Craftsmen. About 120 persons were present at the meeting which was held in the Van Cleve Hotel, Gordon R. Rohde, Reynolds & Reynolds, president of the Craftsmen, reported.

Ken Burchard, Carnegie Institute of Technology, addressed the group. J. Homer Winkler, Battelle Memorial Institute, Columbus, presented a plaque to Frank F. Pfeiffer of Reynolds & Reynolds for his work in organizing the Research & Engineering Council of the Graphic Arts and serving as its first president. Representatives of the University of Dayton, Sinclair College, and Patterson Vocational High School were present. Intensified interest in graphic arts education programs in these institutions was indicated.

Boston Firm Issues Booklet

A cloth-bound booklet telling the story of people and progress at Spaulding-Moss Co., Boston, has just been issued by the company. The booklet contains 42 pages and covers, two-colors throughout.

It gives a brief history of the company, pictures the officers and executives, and then takes up each department, picturing all employees.

The company's activities include offset lithography, photographic supplies, other services, and a retail store. Its operations are carried on in four Boston locations.

M. L. Russell, sales manager of the Printing Division, said that the idea for the yearbook originated with the auxiliary management board, a group elected from the sales and supervisory level. The book was gotten out for the dual purpose of serving employee relations and customer relations. "It was almost certain to promote a closer tie between individuals and departments, improve the working spirit, and aid production," Mr. Russell stated. "In this respect it was an overwhelming success," he added.

Copies also are being distributed to customers, accompanied by personal letters, to better acquaint them with the company's services and with men and women in the firm with whom they deal.

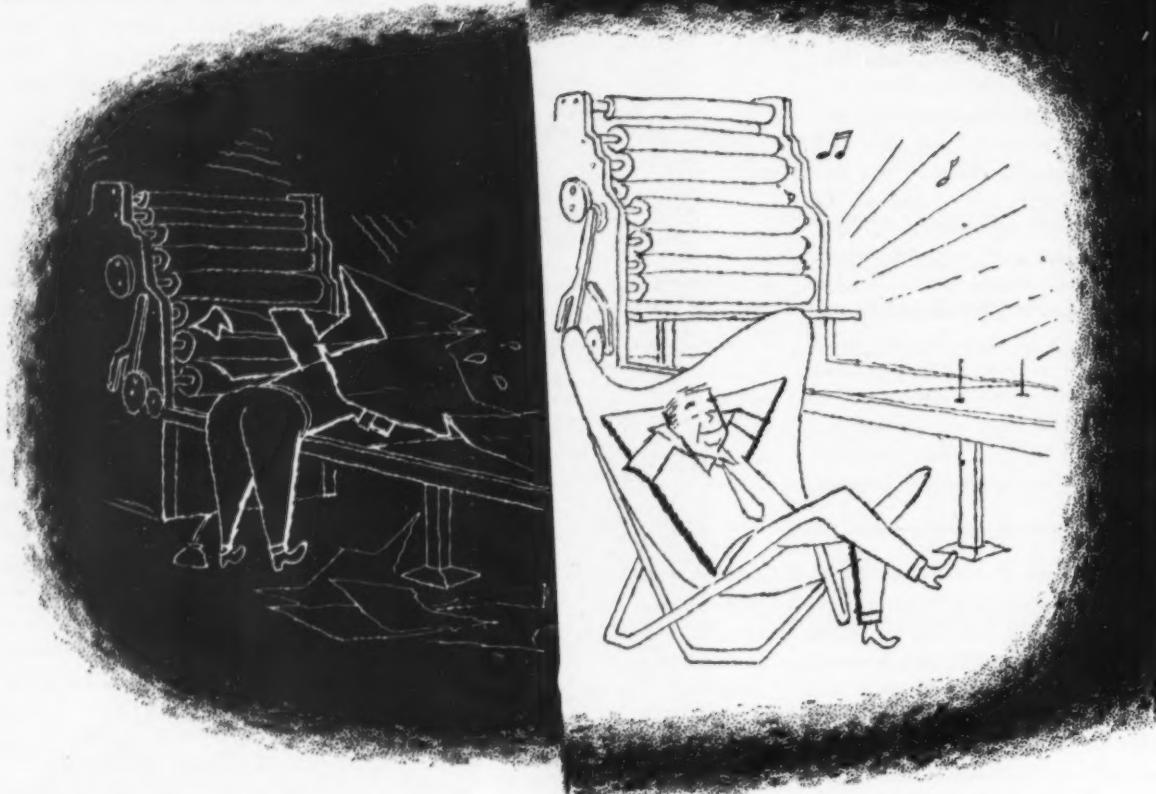
To Study Box Printing

Printing on boxboard always has offered problems to printers. Now the Folding Paper Box Association is sponsoring research that may eventually help eliminate many headaches in this field.

The group recently completed arrangements with Lehigh University, Bethlehem, Pa., to start applied and fundamental studies pertaining to the printability of boxboard. Some of the objectives of the studies will be to devise standard procedures for predicting results in printing folding cartons and to test for printing smoothness and receptivity.

F. D. Long, of Container Corporation of America, is chairman of the Association's special committee to direct the project.

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in short, less lost time and more profit for you.

And new WESTON BOND serves your customers better, makes their letterheads and forms look and act like more for the money. They come back again and again for more of that good WESTON BOND.

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Makers of Papers for Business Records since 1863

DALTON, MASSACHUSETTS

THROUGH THE Glass

NAPL SIDELIGHTS

THE gimmick at the Roll-o-Graphic booth was to guess the number of square inches of flannel in a big roll, but most visitors seemed to find it more enlightening to ponder the dimensions of that shapely brunette who acted as hostess.

ml

Pittsburgh Stogies, which Miller Printing Machinery Co., of Pittsburgh, distributed to all takers, were a big hit at the Statler. Bill Clawson, Miller ad man, indicated they contained LSMFT (leaves, sugar, mud, feathers and tar) and he's right — we tried one!

ml

It looked like invasion preparations just before the banquet, when the maitre d' lined up all the waiters and gave them last minute instructions on how to look the other way. And when the ballroom doors swung open and everyone started scrambling for the proper table, there really was an invasion.

ml

It's easy to get from your room to the Statler ballroom. Just go down one elevator, up another, walk around the corner and if you find yourself in Penn Station, you won't be the first one.

ml

The official meetings and panels were well attended, despite the obstacle course of exhibits and eager salesmen along the route.

ml

We've got a suggestion for a future exhibit: No flashing lights, no pretty girls, no clever slogans; just a bare white background and an unobtrusive representative at a desk. Just think of the shock effect.

ml

Quote: "If Seneffelder had been a chemist, he never would have discovered lithography. A chemist can give you a hundred reasons why the process will never work." Unquote. Mike Bruno, LTF, at NAPL convention.

Few gripes were heard this year as the convention rolled along. Exhibitors on the whole seemed well pleased with the crowds and with the continuing interest in their products. Many reported brisk sales during the four days.

Coming in November

A new feature

PHOTOGRAPHIC CLINIC

Conducted by Herbert P. Paschel
Graphic Arts Consultant
and contributor to this magazine

This column will cover photographic equipment, materials, theory and techniques of photo-mechanical reproduction in both black and white and color.

Questions from subscribers, which are of general interest, will be discussed. Send your questions to Mr. Paschel, at Modern Lithography, 175 Fifth Ave., New York 10, N. Y.

Perhaps one of the reasons gripes were kept to a minimum is to be found in the exhibit committee which Walter Soderstrom so foresightedly set up to regulate the displays. On the committee were Harry Grandt, Roberts & Porter, Inc., Harold Gegenheimer, Wm. Gegenheimer Co., Mr. Soderstrom and Bob Emslie of NAPL.

ml

There's still one mystery remaining from the convention. Who's got the magic key which will unlock the treasure chest containing a Luxometer and accessories worth more than \$500? Electronic Mechanical Products Co. says 600 keys were given out but the person with the correct key didn't claim the treasure. Prince Charming isn't coming to you, so if your key is the one that fits, send it

right off to the company at 15 No. Virginia Ave., Atlantic City, N. J.

ml

And Walter solved another perennial problem with a clever gimmick. He offered lucky numbers to persons getting into the meeting room on time. Before the meeting started several were drawn and the holders given tickets to the hit plays "Teahouse of the August Moon" and "Maine Mutiny."

ml

Oldtimers who have been active in NAPL and the former New York Photo-Lithographers Association got together at Cavanaugh's Restaurant the first evening to talk over old times over a meal that included steak for the main course and a lamb chop for dessert. Among the past presidents at the dinner were Harry Brinkman, Charles Mallet, Bud McCormick, Archie Fay, Rex Howard and several others. Rex Howard sparked the evening with his imitable interpretation of the man who just bought an artificial leg.

ml

The convention next year will be in Cleveland. (Statler Hotel, September 21-24.)

ml

That girl representing Dayton Rubber Co., who so generously started each day off right by pinning a carnation on our lapel, also gave us a card inviting us to a certain suite. We stopped up several times during the convention, but, alas, she wasn't there. Still at the registration desk, handing out those flowers, we presumed.

ml

The waiters were so well trained on how to get the food to all the tables at the banquet that they wouldn't get off the floor when the photographers took the group shots. The only time on record that a waiter gave too much service.

ml

Albert N. Brown, manager of the Chicago Lithographic Institute, was billed as the "main attraction" at a meeting of the Garden Club of Illinois in Chicago, Sept. 20. Discussing a subject close to his heart, Mr. Brown talked on "Design In Nature," with illustrations from his immense collection of color photographs made during his vacation rambles around the North American continent, Mexico and Central America.

ml

George A. Poole, Jr., head of Poole Bros., Chicago combination firm, has been named chairman of the Illinois Citizens For Eisenhower-Meek Committee, which is promoting the candidacy of Jos. T. Meek for U. S. Senator from Illinois on the Republican ticket. Mr. Meek's opponent is the incumbent Democratic Senator Paul Douglas.★★

Hold Printability Meeting

A meeting to discuss methods of coordinating research on printability and to examine what has been done and what should be done in the field was held at the Hotel Statler, New York, September 15. Under the auspices of the newly formed Printability Committee of the Research and Engineering Council of the Graphic Arts, representatives from over a dozen groups with an important stake in the subject were on hand. Those present tentatively voted to encourage the Technical Association of the Graphic Arts to hold a symposium on ink and paper during the organization's meeting in Boston in May. Meanwhile, anyone interested in working with the Committee or contributing knowledge on the subject is requested to write the chairman, Dr. M. C. Rogers, R. R. Donnelley & Sons Co., Chicago.

Individuals present and the organizations they represented were: W. T. Reid, Battelle Memorial Institute; E. H. Balkema, Packaging Institute; Gerald Larocque, *New York Daily News*; W. B. Hall, Folding Paper Box Association of America; Virgil Barta, Rochester Institute of Technology; A. T. Luey, Boxboard Research & Development Association; S. Chapman, Pulp & Paper Institute of Canada; Morris Kantrowitz, Government Printing Office; Roy Prince, American Newspaper Publishers Association; J. G. Curado, ASTM Sub-Committee 16 of D-1, Group 5 on Printability; J. Bertram Bates, Graphic Arts Laboratories, Sun Chemical Corp.; W. C. Walker and Jacqueline Fetko, National Printing Ink Research Institute; Byron Wehmhoff, Lithographic Technical Foundation; and Charles Morton, TAPPI Graphic Arts Section. George Sears, Institute of Paper Chemistry, a member of the Committee, was unable to attend.

*

Joins American Colotype

E. S. McClure, formerly sales manager of the frozen food division of Pollock Paper Corp., has joined the executive sales staff of American Colotype Co., Chicago. Mr. McClure has been in the field of labels

and packaging materials for the canning and food industries for 27 years. Announcement of his appointment was made last month by W. W. Richards, vice president of American Colotype.

Indianapolis Co. Incorporates

After 50 years in the printing industry in Indianapolis, Ind., the Campbell Circular Advertising Co. has been incorporated. The board of directors has elected Edward D. Campbell, chairman; A. Edward Campbell, president; Matthew S. Farson, vice president, and Robert J. O'Brian, secretary and treasurer.

May Add Offset in Chicago

Commerce Clearing House, Chicago publishers of loose-leaf law reports related to financial and other business matters, is studying the advisability of adding offset facilities to its private printing plant when the concern moves next spring to its new \$4 million headquarters now under construction on Chicago's northwest side.

"We have made no decision as yet," said a company spokesman, "but I believe it is a very likely development. We're putting up a 1-story building for our printing plant connected with a 2-story section for our administrative and editorial offices. There will be plenty of space in the printing building but how much to allocate to offset remains to be decided."

Hellmuth Acquires Sleight

Osterman & Hutner, New York brokers and owners of the Charles Hellmuth Printing Ink Corporations, have entered into a contract with Universal American Corp. for the acquisition of the Sleight Metallic Ink Companies, with plants in Chicago, Philadelphia and New York. Final arrangements for the transaction were expected to be completed October 11.

Tentative plans, according to Lester Osterman, one of the partners of Osterman & Hutner, call for combining the Chicago and Hellmuth plants into a single operation. L. W. Hraback, president of Sleight Metallic Ink Co., will be president of the new corporation and Chester Scheidler of Hellmuth will be a vice president.

Mr. Osterman stated that no major changes in personnel in either the Hellmuth or Sleight organizations were anticipated. He pointed out that merging of the two companies would result in a more economical operation and substantially increase over-all volume.

Printing Flies High

Printed matter placed sixth among the 10 top cargo items carried by United Air Lines during the first eight months of 1954, according to a survey by the company. Machines and parts were rated first.

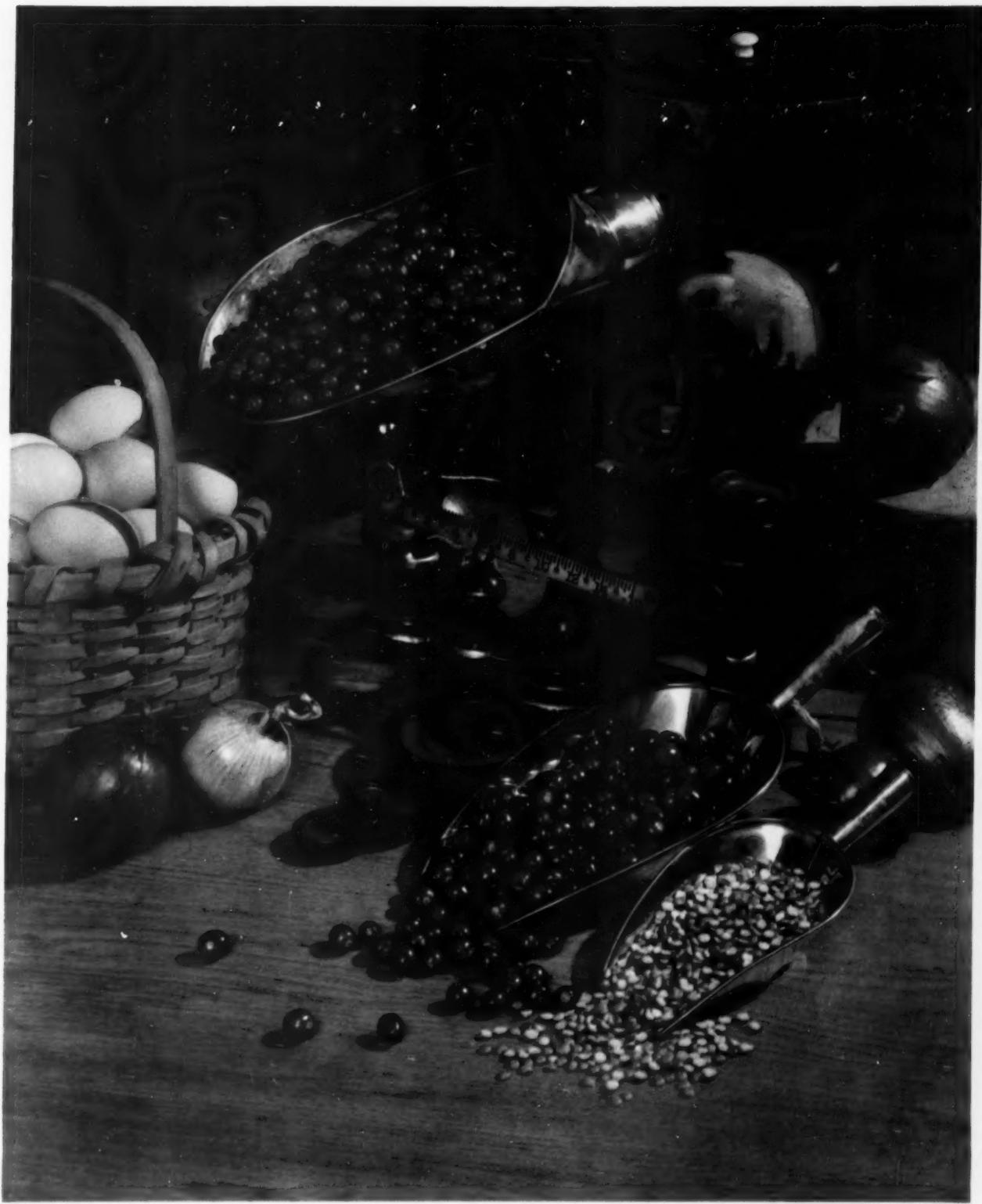
R. L. Mangold, superintendent of cargo sales, said printed matter always has been high on the top tonnage list and ranked fifth in 1953.



THE strikingly rich and vivid color—beauty and life-like detail of the lithographed reproduction on your right—in depth of color, sensitive gradation of tone and total dramatic effect of color and composition—is truly a proud example of offset lithography today.

It was lithographed by Rand Avery—Gordon Taylor, Inc., of Boston, with a Roberts & Porter Tru-Dot Blanket on the press to help insure maximum fidelity of reproduction and meet today's exacting standards in color, and in black and white.

(This space is a paid advertisement sponsored by Roberts & Porter to bring to the reader an example of the high quality the Tru-Dot Blanket, in collaboration with the other elements of the offset process, is capable of producing—ROBERTS & PORTER, INC.)



4 color offset reproduction

WARREN'S
Lithographic Papers

*Lusterkote • Offset Enamel • Overprint Label C1S • Sebago Label C1S
Fotolith Enamel • Silkote Offset*

PAPER MERCHANTS
who sell and endorse
Warren's Standard Printing Papers

ALBANY, N. Y.	Hudson Valley Paper Company
ATLANTA, GA.	Sloan Paper Company
BALTIMORE, MD.	The Barton, Duer & Koch Paper Co.
BANGOR, MAINE	Brown & White Paper Company
BATON ROUGE, LA.	Louisiana Paper Company, Ltd.
BIRMINGHAM, ALA.	Sloan Paper Company
BOSSE, IDAHO	Zellerbach Paper Company
BOSTON, MASS.	Storrs & Bement Company
BUFFALO, N. Y.	The Century Paper Co., Inc.
CHAMPAIGN, ILL.	Henry Lindenmeyer & Sons
CHARLOTTE, N. C.	Carter, Rice & Company Corp.
CHATTANOOGA, TENN.	The Ailing & Cory Company
CHICAGO, ILL.	Franklin-Cowan Paper Company
CINCINNATI, OHIO	Crescent Paper Company
CLEVELAND, OHIO	Caskie Paper Company, Inc.
COLUMBUS, OHIO	Virginia Paper Company, Inc.
CONCORD, N. H.	Southern Paper Company
DALLAS, TEXAS	Chicago Paper Company
DAYTON, OHIO	Miller Paper Company
DENVER, COLO.	The Diem & Wing Paper Company
DES MOINES, IOWA	The Petrequin Paper Company
DETROIT, MICH.	The Ailing & Cory Company
DUBUQUE, IOWA	The Cincinnati Cardage & Paper Co.
EUGENE, ORE.	C. M. Rice Paper Company
FORT WORTH, TEXAS	Olmsted-Kirk Company
FRESNO, CAL.	Hull Paper Company
GRAND RAPIDS, MICH.	Carpenter Paper Co.
GREAT FALLS, MONT.	Western Newspaper Union
HARRISBURG, PA.	Newhouse Paper Company
HARTFORD, CONN.	Seaman-Patrick Paper Company
HOUSTON, TEXAS	Newhouse Paper Company
INDIANAPOLIS, IND.	Zellerbach Paper Company
JACKSON, MISS.	Olmsted-Kirk Company
JACKSONVILLE, FLA.	Zellerbach Paper Company
KANSAS CITY, MO.	Quimby-Walstrom Paper Co.
KNOXVILLE, TENN.	The John Leslie Paper Company
LANSING, MICH.	The Ailing & Cory Company
LITTLE ROCK, ARK.	Henry Lindenmeyer & Sons
LONG BEACH, CAL.	Storrs & Bement Company
LONG BEACH, CAL.	L. S. Bowditch Company
LOUISVILLE, KY.	Crescent Paper Company
LYNCHBURG, VA.	Townsend Paper Company
MEMPHIS, TENN.	Virginia Paper Company, Inc.
MILWAUKEE, WIS.	Midwestern Paper Company
MINNEAPOLIS, MINN.	Wertigame Paper Company
MOLINE, ILL.	Southern Paper Company
MONTGOMERY, ALA.	Weisinger Paper Company
NASHVILLE, TENN.	Western Newspaper Union
NEWARK, N. J.	Arkansas Paper Company
NEW HAVEN, CONN.	Zellerbach Paper Company
NEW ORLEANS, LA.	Zellerbach Paper Company
NEW YORK CITY	Miller Paper Company
OAKLAND, CAL.	Caskie Paper Company, Inc.
OKLAHOMA CITY, OKLA.	Southland Paper Company
OMAHA, NEB.	Nackie Paper Company
PHILADELPHIA, PA.	The John Leslie Paper Company
PHOENIX, ARIZ.	Newhouse Paper Company
PITTSBURGH, PA.	Newhouse Paper Company
PORTLAND, MAINE	Weaver Paper Company
PORTLAND, ORE.	Clements Paper Company
PROVIDENCE, R. I.	Henry Lindenmeyer & Sons
RENO, NEV.	Storrs & Bement Company
RICHMOND, VA.	Henry Lindenmeyer & Sons
ROCHESTER, N. Y.	Bulkeley, Dunton & Company
SACRAMENTO, CAL.	Alco Paper Company, Inc.
ST. LOUIS, MO.	Henry Lindenmeyer & Sons
ST. PAUL, MINN.	The Ailing & Cory Company
SALT LAKE CITY, UTAH	J. E. Lind Paper Company
SAN ANTONIO, TEXAS	The Canfield Paper Company
SAN DIEGO, CAL.	Marguardt & Company, Inc.
SAN FRANCISCO, CAL.	Schlosser Paper Corporation
SAN JOSE, CAL.	Zellerbach Paper Company
SEATTLE, WASH.	Western Newspaper Union
SHEVEPORT, LA.	Field Paper Company
SPOKANE, WASH.	D. L. Ward Company
SPRINGFIELD, MASS.	The John Leslie Paper Company
STOCKTON, CAL.	Newhouse Paper Company
SYRACUSE, N. Y.	Zellerbach Paper Company
TOLEDO, OHIO	Schuyler Paper Company
TRENTON, N. J.	The Ailing & Cory Company
TROY, N. Y.	C. M. Rice Paper Company
TULSA, OOKA.	Zellerbach Paper Company
WACO, TEXAS	Narragansett Paper Co., Inc.
WALLA WALLA, WASH.	Carter, Rice & Company Corp.
WASHINGTON, D. C.	Storrs & Bement Company
WICHITA, KAN.	Zellerbach Paper Company
YAKIMA, WASH.	Tobey Fine Papers, Inc.

EXPORT AND FOREIGN

NEW YORK CITY (Export) National Paper & Type Co.
 40 cities in Latin America and West Indies.
 NEW YORK CITY (Export) Moller and Rothe, Inc.
 20 countries in Latin America and West Indies.
 NEW YORK CITY (Export) Muller & Phipps (Asia) Ltd.
 Belgian Congo, Burma, Ceylon, China, Hong Kong, Iceland,
 India, Malaya, Philippines Islands, South Africa.
 AUSTRALIA B. J. Ball Limited
 NEW ZEALAND B. J. Ball (N. Z.), Ltd.
 HAWAIIAN ISLANDS Honolulu Paper Co., Ltd.
 Agents for Zellerbach Paper Company



HEDRICH-BLESSING STUDIO FOR THE MENDEL COMPANY

**WARREN'S
 Lithographic Papers**

*Lusterkote • Offset Enamel • Overprint Label C1S • Sebago Label C1S
 Fotolith Enamel • Silkote Offset*

Warren's LUSTERKOTE COVER provides a mirror-like glossy surface that contributes brilliance to the highlights and colors in lithographic reproduction. Now available with the lustrous finish on both sides of the paper.

Warren's OFFSET ENAMEL is a double coated paper for the printing of pictures by offset lithography. Double coating improves printability and uniformity, resulting in a higher potential of lithographic reproduction. Offset Enamel is available in glossy finish, Saxony finish, and dull finish. Also available coated one side only.

Warren's OVERPRINT LABEL is double coated on one side and is

eminently suitable for labels produced by offset lithography or by letterpress. This paper is pre-conditioned by an exclusive process.

Warren's SILKOTE OFFSET has the appearance of a wove offset but has a unique pigmented surface that gives more brilliant reproduction. It also offers a high degree of dimensional stability. Silkote Offset is available in Wove and Saxony finish.

Warren's FOTOLITH ENAMEL is a new quality of machine coated two side paper for the reproduction of halftones by offset lithography.

Warren's SEBAGO LABEL C1S is a new quality of machine coated label paper for offset lithography or letterpress.

Write for free booklet—"How Will It Print by Offset"

S. D. WARREN COMPANY • BOSTON 1, MASS.

Report Low Profit Rate in Canada Litho Trade

PROFIT margins on lithographic work among Canadian lithographers are narrow according to a survey reported upon at the September meeting of the Canadian Lithographers Assn. The cost survey, made by J. D. Woods & Gordon, Ltd., management consultants, was reported on by R. O. Moore of that firm. Figures were somewhat parallel to those uncovered by the Lithographers Natl. Assn. earlier this year.

These U. S. figures also were presented to the Canadians by W. Floyd Maxwell, executive director of LNA.

Over 70 persons registered at the annual meeting, held at The Chantier, Ste. Adele, Quebec, September 19-23. Election of officers of the association is held later during a winter meeting.

Association president T. G. F. Lawson presided over the varied program of business and social events. J. L. Landenberger, Ketterlinus Lithographic Mfg. Co., Philadelphia, president of the Lithographic Technical Foundation, addressed the con-

vention. H. E. Saunders of Simpson-Matthews, Ltd., Toronto, discussed multi-metal plates, and motion pictures on the Springdale plates were presented.

A panel on labor relations was held, under the chairmanship of D. O. Riddell.

The registration list included, in addition to the speakers mentioned, the following from the U. S.: Maurice Saunders, Wade E. Griswold, and Harry A. Porter.

Strathmore Council Meets

George F. Gray, president of Henry Lindenmeyer & Sons, Long Island City, N. Y., was elected chairman of Strathmore Paper Company's Advisory Council for 1955 at the council's annual fall meetings, Sept. 14-16 at the company's mills in Woronoco, Mass. Six new members also were named to replace the six retiring members who have completed their two-year terms on the council, a 13-member group representing the company's 130 distributors.

Herbert Heads Milwaukee-Racine Club

Clifford Herbert, Marquette University Press, second from left, accepts gavel from Earl Ellis, left, as Mr. Herbert takes over position of president of the Milwaukee-Racine Club of Printing House Craftsmen. Retiring president Win Brooks, Wells-Badger Corp., stands next to Mr. Ellis, who is Sixth District representative, and a member of Western States Envelope Co., Milwaukee.

Lined up behind Mr. Ellis are his officers, from left, first vice president Edwin Bachorz, Western Printing and Litho, Racine, Wis.; treasurer Harry Kutsche, E. F. Schmidt Co., Milwaukee; recording secretary Jack Miller, Specialty Press, Milwaukee; second vice president Ray Vallier, Western States Envelope Co., Milwaukee; and financial secretary, Lavine Jacobson, Olsen Publishing Co., Milwaukee.

The club heard an address on the colotype printing process at the September meeting by John H. Denson, president of Illinois Photo-Gravure Co., Chicago. Also featured at the meeting, in the Knickerbocker Hotel, was a display of the 1954 winners of the American Institute of Graphic Arts printing for commerce competition and the honoring of the club's 23 past presidents.



Interchem. Names Wicks



Dr. Zeno Wicks has been appointed general manager of Interchemical Corp.'s central research laboratories in New York,

according to an announcement by Norman S. Cassel, vice president for research and development. Dr. Wicks, who joined the company in 1944, will be responsible for the administration of the research effort at this location which, combined with the work of the various laboratories of the divisions, constitutes the technical activity of the corporation in relation to printing inks, industrial finishes, textile colors and other chemical coatings.

Boston Gets Offset Course

The Boston University program of executive training for the graphic arts has incorporated an offset lithography course in their evening school calendar. It is sponsored by the Boston Club of Printing House Craftsmen, and has been adapted from last year's successful "Introduction to Offset" educational program. At BU, it is known as "Fundamentals of Offset Lithography."

The course, which started Sept. 23, will run for two semesters of fifteen weeks each. Instructors are Warren J. Walker, New England Representative, Gaetjens, Berger & Wirth, Inc., South Boston, and Thomas J. Cain, foreman, offset department, Hub Offset Co., Boston.

Todd Building Mass. Plant

Construction of a new \$100,000 branch printing plant which will more than double its facilities now serving the New England area was announced last month by the Todd Company, Inc., Rochester, N. Y., manufacturers of checks and check-protecting equipment.

The new plant, which will replace the firm's present facilities at 299 Atlantic Ave., Boston, will be located on Broadway, Malden, Mass., about seven miles away, according to A. Richard Todd, executive vice-president.

The plant also will house the company's New England sales office, presently located at 20 Kilby St., Boston. It is scheduled for completion by November.

A one-story structure with modern

lighting and concrete, brick, and tile construction, the new printing plant will have a working area of 12,000 square feet, compared with 5,700 feet in the present plant.

D. H. Cunningham is manager of the branch plant, and Miles O'Malley manager of the sales office.

The Malden plant, which has been planned to accommodate substantial future expansion of production facilities, is the third plant expansion move by the Todd Company this year. Printing plants in Spokane, Wash., and Los Angeles, Calif., were acquired three months ago.

The company now operates 11 plants in the United States and one in Canada.

N. Y. Firms Add Equipment

Among Harris-Seybold installations from May 31 to July 31, just released, were the following firms in New York City: American Bank Note Co., a 22 x 34"; American Litho-Craft Co., a 17 x 22"; Harding & Heal, Inc., a 21 x 28"; Process Lithographers, a 21 x 28"; Sterling-Roman Press, Inc., a 22 x 34" two-color; and United Offset Co., a 22 x 34" two-color.

Fenn Adds Press

Fenn & Fenn, Inc., New York lithographing concern, was installing a new Harris 22" x 29" offset press during September, according to Theodore Fenn, Jr. This new press replaces an older 17" x 22" press.

New Weston Book

For the first time since unsettled war and postwar conditions in the paper industry made it impractical to publish such a permanent reference piece, Byron Weston Co., paper manufacturers of Dalton, Mass., announces reissue of its familiar pocket size compendium of paper facts and figures.

Known as the Byron Weston "Red Book" the volume is particularly useful to buyers and users of fine papers, the company states. The "Red Book" lists important reference data on stock sizes, weights and colors for all Weston papers including all rag and rag content bonds, ledgers, index bristols and related specialties.



Ryan Joins Lanston

Lanston Monotype Corporation last month announced appointment of John J. Ryan as general service manager. Mr. Ryan, former service representative from the New York district will direct the company's newly-formed service division, according to Carl C. Sorenson, vice president and general manager.

Mr. Ryan joined Lanston in October 1953 as trouble-shooter on special assignments. Prior to his enlistment in the Navy in 1938 he served his apprenticeship at the "Springfield Shopping News", Springfield, Mass.



Capital Firms Expand

Two Washington lithographing concerns recently expanded their facilities with the addition of offset presses. Hennage Lithograph Co. put in a Harris 22 x 34" two-color, and the same model was installed by Kaufman Lithograph Co., Inc., that city.

Faunce Gets IAPHC Post

Harry M. Faunce, The Rumford Press, Boston, was elected first district representative of the International Assn. of Printing House Craftsmen, succeeding Roland J. Lachapelle. The latter was recently named a vice president of E. P. Lawson Co., promoted from manager of the Boston office.

Mr. Lachapelle's duties as vice president caused him to resign the district representative post.

tion. The cover picture also illustrates the accompanying increase in multi-color work.

The report reviews Harris-Seybold's forward program, which calls for substantial growth over the next five years. It discusses and illustrates both the new and the improved products that are resulting from Harris-Seybold's extensive research and development program. Emphasis is also given to the company's progress in broadening its product lines to better serve the entire graphic arts industry.

Harris-Seybold's consolidated net earnings were \$2,395,168, as compared to \$1,832,421 in the preceding fiscal year. Earnings before taxes were \$5,209,822 as against \$4,218,039 last year. Taxes on income were \$2,814,654 or 54% of pre-tax earnings, as compared to \$2,385,608 or 57% of earnings last year. This percentage reduction reflects expiration of the excess profits tax, which was in effect for half of the company's fiscal year. Earnings per share were equivalent to \$5.75 per common share on 416,664 shares outstanding June 30th. Preceding year's per share earnings were equal to \$5.25, when adjusted for comparative purposes for a 5% stock dividend paid in February, 1954.

Add Equipment in New Engl.

Cuneo Press of New England, Inc., Cambridge, Mass., recently placed in operation a Harris 52 x 76" two-color offset press. Fox Press, Inc., Hartford, added a Seybold 40" cutter.

Harris Shipments Up

Shipments to the graphic arts industry by Harris-Seybold Co., Cleveland, were at new high levels for the fiscal year ending June 30, 1954, president George S. Dively reported in the company's recently issued annual report. Harris-Seybold's consolidated net shipments increased to a total of \$33,405,210, about 15% higher than last year's \$29,066,323. Shipments included seven months operating results of Harris-Seybold's new subsidiary, The Cottrell Company, which was acquired December 1, 1953.

Harris-Seybold's facilities were freed for greater production of printing equipment, as national defense requirements lessened. Defense work represented only about 10% of the company's total production, compared to about one-third defense work during the previous fiscal year.

A strong advocate of the use of color in financial reporting, Harris-Seybold has again issued a fully illustrated and colorful report, with emphasis upon the importance of printing in everyday life. The color painting for the cover illustrates the increased consumption of printing over the past 25 years, from 66 lbs. per person in 1928 to 103 lbs. in 1953. Tonnage increase was even greater, due to growth of the popula-

Lithographers Called Lax on Costs

SOME 70 percent of lithographing concerns surveyed do not know their true costs, and cost practices in the industry are spotty at best, it was indicated during the second professional conference for financial executives, held in New York, Sept. 13 and 14. Addressing the meeting, at Hotel Biltmore, sponsored by the Printing Industry of America, Joseph J. Braskich, controller of the W. A. Krueger Co., Milwaukee, reported results of a survey made by the National Assn. of Photo-Lithographers. This study showed that of 300 plants looked into, 35 percent were using cost rates over two years old; 20 percent were using competitors' prices; 25 percent were using rule-of-thumb methods; 10 percent were using the Franklin Catalog; and 10 percent were using established prices—usually outdated.

Price estimates on some jobs vary as much as 60 percent, Mr. Braskich declared, and added that this was due more to a lack of adequate estimating information rather than to straight price cutting.

More than 150 men and women executives from printing and lithographing concerns attended the conference to discuss problems of financial management. There were many questions asked of the speakers or panel members, and many volunteered in down-to-earth manner, pertinent information about their own company operations and their efforts to solve specific problems.

The conference, officially opened Monday morning by Charles E. Schatvet, chairman of the board, New York Employing Printers Association, started off with the address by Joseph J. Braskich. This talk—a case history presentation—dealt specifically with the subject of "Profits Through Effective Financial Management."

The first morning's session, chaired by Harold R. Long, secretary-treasurer, Kable Printing Company, Mount Morris, Ill., and chairman of the PIA committee on financial management, was rounded out with two

other case histories:—(1) "Profits for a Small Printer", by F. C. McClure, president, Inland Printing Co., Springfield, Mo., and (2) "How We Control Sales and Cost," by Ralph E. Murphy, treasurer, Darby Printing Co., Washington.

Following a question and answer period on the foregoing subjects, the group met for luncheon, during which Herbert E. Kimball, treasurer, Rumford Press, Concord, N. H., delivered an address on "Preparing the Operating Budget."

Monday afternoon, conferees split into six seminar groups, and according to whether they were interested in union or open shop operations, for concurrent discussions on (I) Incentives, Pensions and Fringe Benefits, and (II) Distribution of Expenses in Cost.

That evening's dinner address on "Financial Executives Responsibility to Top Management," was presented by Harry E. Howell, Howell and Co., management engineers, Washington.

Tuesday morning's program was devoted to seminar-type discussions on Financial Control; Mechanical Accounting; and Purchase of Machinery and Other Capital Assets. Conferees were divided into these groups according to the number of mechanical employees in their plants.

The second day's luncheon speaker—Addison B. Clohosey, Director, Washington tax bureau, Research Institute of America, discussed "Planning Your Tax Liability Under the New Federal Tax Code."

During the final afternoon all conferees met in a general session, chaired by Harold W. Braun, Fetter Printing Co., Louisville, Kentucky. Subjects given consideration at this time were: "Elements Necessary in Establishing A Cost Reduction Program," by Morris Goldman, J. K. Lasser and Co., New York City; and "Application of the Basic Elements to a Cost Reduction Program," Mr. Long.

The opinions, suggestions, and information developed during the ques-

tion and answer periods of the two-day financial conference will be published by PIA as part of the proceedings.

R-C-S Welcomes Visitors

Rolph-Clark-Stone, Ltd., Toronto, has produced a compact and practical guide to its big plant, designed to provide visitors with a comprehensive reference to the organization's key personnel and principal products. It also acts as a welcome for visitors and is designed to save their time.

The three-color pamphlet in brown, blue and black makes novel use of carrying its greetings across several folds. The first message is the: "Welcome to Rolph-Clark-Stone," and a map locates the Carlaw Avenue plant with relation to principal thoroughfares. Other information covers company products and services, branch plants, etc.

Join Phila. Assn.

The following firms have been admitted to membership in Printing Industries of Philadelphia, according to an announcement by Thomas McCabe, public relations director: Casey and Andrews, 1016 Cherry Street; Hallowell & West, 1537 Wood Street; and John M. Clark's Sons, Inc., 7th and Commerce Streets.

NYEPA Seeks Entries

New York Employing Printers Association, Inc., is inviting thousands of printing buyers located in the metropolitan New York area to have their printers submit printed pieces which the buyers consider particularly well done as entries in the Association's 13th Exhibition of Printing.

The Exhibition, to be a feature of Printing Week in New York next year, will be held in The Biltmore, New York, January 17-21.

Entries, produced by any process or combination of processes, will be accepted in all principal classifications of printing use: advertising printing, books, public and employee communications, community (non-commercial) printing, instruction and professional manuals, periodicals sold

on newsstands or by subscription, stationery, business forms, informational printing, point-of-purchase printing, product identification printing, novelty and specialty printing.

All entries must have been produced since Nov. 15, 1953 by printers manufacturing in the metropolitan New York area.

Manz Expansion Continues

Manz Corp., Chicago, has recently installed a Miehle No. 76, two-color offset press as a further step in the expansion and modernization program for the offset department which was announced by F. J. Bersbach, on his election to the presidency of the firm early this year. C. H. Carlson, superintendent of the offset department, said new equipment put in this year includes four four-color Harris 76" presses, the latest of which was erected in June, two two-color Harris presses, another two-color Miehle and a single-color Miehle, also a small Webendorfer and a four-unit ATF web fed press taking a 35½" roll. Plans for the future, Mr. Carlson said, include expansion of camera facilities and enlargement of the art staff early in 1955. This end of the operations, he said, has been delayed until space now occupied in the Manz plant at 4043 N. Ravenswood Ave., is vacated by the Henneberry Rotogravure Co., which has, for some time, been in process of moving to its own new plant at 6440 N. Ravenswood.



Flack to Speak at PIA

Gene Flack of New York, sales counsel and director of advertising for Sunshine Biscuits, Inc., will speak at the Miller Printing Machinery Co. sponsored breakfast Nov. 16, during the Printing Industry of America Convention in Detroit.

The breakfast will be the occasion for presenting the awards to the first and second prize winners of the 1954 P.I.A. Printers' and Lithographers' Self-Advertising Exhibition. Known as "Sunshine Gene", Mr. Flack has had more than 37 years' experience studying, practicing and preaching advertising and salesmanship. His talk will be entitled, "Wake-Up".

T. J. Willey Dies

Thomas J. Willey, plant manager for Ideal Roller & Manufacturing Co., at Huntington Park, Cal., for the past four years, died Sept. 23 at the age of 41. A native of Laurel, Miss., Mr. Willey received his technical training at Ohio Mechanics Institute. He moved to California in 1935, and started working in the rubber industry. He was a partner in the Tyrene Roller Co. when it was taken over by Ideal in 1950. He is survived by his wife and two children, in Whittier, Cal.

Du Pont Merges Film Groups

The trade and industrial product groups of the Du Pont Photo Prod-

ucts Department sales organization were merged October 1, the company announced.

John L. Morgan, Jr., currently trade product manager, will become manager of the combined group and Carl E. Ray, recently named assistant to Mr. Morgan, will become assistant manager.

Frank H. Lines, formerly industrial product manager, will take over the newly-created position of sales supervisor in the Philadelphia district effective November 15.

The trade and industrial products group will handle sales of sheet film, photographic paper and chemicals, and graphic arts film and papers, microfilm, and photographic reproduction and recording papers.

New Calendars Shown

Colorama, Inc., Chicago, made its first showing of the "Colortone" line of art calendars at the 51st annual convention and trade show of the Advertising Specialty National Association in Chicago, Sept. 18-21. Some 30 subjects in various sizes and styles were on display, for which the color work, according to Richard A. Murphy, sales promotion manager, is done by Edwards & Deutsch Lithographing Co., Chicago, from art work prepared by Colorama.

Calendar manufacturers were, as usual, well represented at the Chicago show, among those noted being the following: Goes Lithographing Co., Chicago; Jos. Hoover & Sons Co., Philadelphia; Ketterlinus Litho. Mfg. Co., Primos, Pa.; Oval & Koster div., Messenger Corp., Indianapolis, Ind.; Jos. Schmidt, Inc., Brooklyn, N. Y.; National Detroit Pubs., Detroit, Mich.; Minute Man Line, Boston, Mass.; John Baumgarth Co., Melrose Park, Ill.; John Frederick Co., Chicago.

Lawson Moves Clark

The E. P. Lawson Co. has transferred John Clark from New York to Rochester as a sales representative. The move is intended to give better service to customers in the upstate area.

Coast Men to Attend PIA

At least nine Los Angeles printing executives will attend the PIA national convention in Detroit Nov. 15-19. Those from the Southern California graphic arts organization will include Phil Ellsworth, of Charles R. Hadley Co.; Ralph Shepherd, of Bryan-Brandenbrug Co.; Roy O'Day, of P-B Press, Pomona; O. T. Hamilton, of North Hollywood Printing & Stationery; Irl Korsen, of Eureka Press; Henry Friedman, of Bookbinders Co.; Dick Rowbotham, of Dependable Folding and Binding Co., and Harrison Chandler and James Weldon, of the Times-Mirror Press.

Delzell Enlarges Denver Plant

Charles H. Delzell, owner of the Rocky Mountain Litho Graining Co., Denver, recently added a new graining machine in his plant.

He now has three full-time employees in what he claims is the only graining and re-graining litho plate shop for the trade between Kansas City and the West Coast.

Anderson Sells Out

John Anderson has sold his interest in Photo Litho Supply Co., Los Angeles, to his associate, Lou Handler, and will devote full time to the Wright Lithograph Co., which he owns.

Offset Firm Has Fire Damage

Fire believed to have started from an overheated electric motor in a refrigerator recently damaged the plant of the Henry Offset Service Printing Co., 6223 San Fernando Road, Los Angeles, to the extent of more than \$7000.

Banknote Co. Expands

A \$200,000 building at 1401 Broadway, Seattle, has been purchased by North Pacific Banknote Co., one of the largest combination letterpress and lithograph firms in the Pacific Northwest, according to Frank Pritchard, general manager. The three-story building is being completely remodeled and will be ready for occupancy about December 1.

Operations of the firm, currently located at 206 First Avenue, South,

include two subsidiaries, the Griffin Envelope Co. and Bankcheck Supply Co., which are now in separate quarters. All three companies will be located in the same building when the move is completed.

Muirson Advances Jacobus

Richard O. Jacobus has been appointed Pacific Coast sales manager of the Muirson Label Co. with headquarters in San Jose, Calif., according to Whitney J. Wright, vice president in charge of the company's western division.

Mr. Jacobus has been with Muirson for 22 years and has been Northern California sales manager.

In addition to its manufacturing plant in San Jose, California, and its sales offices in Los Angeles and Seattle, Muirson has manufacturing plants in Peoria, Ill. and Meriden, Conn., with sales offices in most principal cities.

Todd Building in L. A.

Construction has begun on a new Los Angeles printing plant for the Todd Company, Inc., Rochester, N. Y., maker of protected, insured checks, it was announced Sept. 15 by A. Richard Todd, executive vice president. This represents the firm's fourth plant expansion move this year.

The new plant, which will replace the firm's present facilities at 1409 W. 11th St., will be at 1732 Slauson Ave. West. It is scheduled for completion in November.

The building will include 15,000 square feet on a 3/4-acre site, and will be fabricated of pre-cast concrete. Ample space will be provided for employee and customer parking and later expansion of the manufacturing area. The plot will be landscaped by the builders.

Earl Pine, manager of the present Los Angeles plant, will continue in that capacity at the new location.

A Spokane, Wash., plant, acquired in May, 1954, now serves the company's customers in the Northwest. The present Los Angeles plant was purchased at the same time. Construction of a new plant to serve New England was started recently in Malden, Mass.

S. Calif. Outing Held

Hundreds of Southern California graphic arts Craftsmen attended the seventh annual picnic of the Los Angeles Club held Sept. 19 at Arroyo Seco Park. Gordon Matson was general chairman. Rod Freeman was master of ceremonies, Norm Shanks, president of the club, headed the entertainment committee, Dorothy Shanks supervised the refreshments, Des Mulhall handled attendance, and Joe Biederman bossed the picnic grounds committee.

Heads San Fernando Club

Art Page, of Page Typesetting, Glendale, Calif., has been elected president of the San Fernando Valley Club of Printing House Craftsmen, succeeding Jack Elliott, of Elliott Printing Co., North Hollywood.

Macaulay Visits San Francisco

Don Macaulay, president of Paper Quality Control, Inc., Chappaqua, New York, was a recent visitor to San Francisco. He stopped over en route to Tokyo, the first stop on a trip around the world. He will return to New York in late November or early December.

Springfield, Ore., Plant Sold

Poor Richard's Press at Springfield, Ore., has been sold by Paul DeVaux to John Chamberlain. New name of the firm will be John Chamberlain, Printer-Lithographer.

Four-Color for Seattle

Ridgway Lithograph Co., Seattle, Wash., recently placed in operation a Harris 42 x 58" four-color offset press.

Baker, Jones Advances Barrett

Gordon Barrett, who joined the firm about a year and a half ago, has been appointed plant superintendent by Baker, Jones, Hausauer, Inc., Buffalo. A Carnegie graduate, Mr. Barrett formerly was with Lane Miles Standish Co., Portland, Ore. He succeeds Herman Knockenauer in the post.

Fred M. Hoelperl now is superintendent of the offset division. He is president of the Buffalo Litho Club.

New Robport Men

Ned Gross (left) a leading promoter of presensitized plates and a member of the Cleveland Litho Club, has been named manager of the new Roberts & Porter, Inc. branch office in Cleveland at 1825 E. 18th St. Mr. Gross has been with the Chemical and Special Products Division of Harris-Seybold Co. for the past six years. R & P now operates a total of eleven branch offices.

Harry Grandt, Robport V-P, in announcing Mr. Gross's appointment, also said Robert E. Press (center) and Pat White



(right) had joined the Chicago and New York offices respectively as sales representatives. Mr. White had been with Howard Lithographing Co., Peoria, Ill. for 11 years. Mr. Press, after his discharge from the service, owned and operated a litho plant in New Jersey. More recently he had been in the sales division of Minnesota Mining.

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New Supply Firm in N. J.

Tom Darling, president of Darling-Payne Corp., 82 Beekman Street, New York, has announced the appointment of the American Colorcraft Co., Inc., 147 Lincoln Avenue, Fairlawn, N. J. as a representative in New Jersey. This new organization was set up by Arthur M. Freda and David Z. Roth, both men with long experience in the letterpress and small offset equipment field. They intend to specialize in the sales of Darling-Payne rebuilt Multiliths, Davidsons, Webendorfers and other small offset presses.

They will offer a complete service in litho plates, negatives, chemicals and other supplies to offset shops throughout New Jersey.

Litho Group Adds Service

In a recent bulletin sent to members of the Metropolitan Lithographers Assn., New York, H. C. Latimer, executive director of the association, announced that arrangements had been made for credit information service from the New York Credit Exchange. He reported also an arrangement with Rogers & Rogers, Inc., for collecting slow accounts of members.

A series of three sales training clinics, Production for Offset Sales, to be held October 5, 19 and 26 at the Shelburne Hotel in the evening also was announced. Fifty-two salesmen of member firms have registered for the series, and non-member union lithographic employers have been invited to send salesmen for the three meetings. Mr. Latimer will conduct the clinics.

Karl Hochstadter Dies

Karl Hochstadter, 75, Chicago lithographer for the past 50 years, died Aug. 30 in St. Luke's Hospital, that city. Starting as a youth in the industry's "stone age" period, Mr. Hochstadter's experience embraced the entire development of offset lithography to the present. In 1935 he established his own business, Hochstadter & Co., specializing in label printing for beer and other beverage containers.

Litho Club

NEWS

Twin City Nominates

Nominations for offices were made by members of the Twin City Litho Club at its September 2 meeting. Four men were nominated for the presidency: A. Lundgren, Robert Batten, H. Werner and William Marshall. E. Sorenson was the only nominee for vice president. E. Coggan and P. Rudin were nominated for secretary; and H. Johnson and M. Haenze for treasurer. Names advanced for the board of governors were G. Lillquist, G. Kueppers, R. Strand, L. Holzinger, K. Stetz, R. Hedenkoog, N. Albrecht, and Al Theilen.

The meeting was held at the Covered Wagon Cafe, Minneapolis, with 46 present. Rudy Gajdos, Sinclair & Valentine Co., was speaker, and he discussed various litho production problems, dealing mostly with platemaking.

A. J. Mertz, Carpenter Paper Co., was admitted as a new club member.

Carl Struck, Harris-Seybold Co., announced that the club's annual Christmas party will be held Saturday, December 4 at the Commodore Hotel, St. Paul.

Milwaukee Has Q&A

A nine-man panel on all phases of litho work was to be featured in a question and answer session marking the first fall meeting of the Milwaukee Litho Club Sept. 28 at Moser's Cafe.

The meeting was to be open to non-members who are interested in the advancement of lithography, according to Rudolph C. Bartz, president. Serving on the panel were to be the following: artwork — Joe Krainz, W. A. Krueger Co.; film-camera — Glen Plank, Tri Color Offset Service, Inc.; platemaking, Irv Simon, Mandel Co. and Clarence

Van Cura, Milwaukee Offset Service Corp.; press — Paul Rothfelder, E. F. Schmidt Co. and Harold Nelson, W. A. Krueger Co.; inks — Charles Sangwin, Sangwin Ink Corp. and Chester Scheidler, Hellmuth Ink Co.; and rollers — Peter Brogel, Sam'l Bingham's Son Mfg. Co.

The club's annual fall dance is planned for Oct. 30 at the Marine Dining Room in the Elk's Club. Howard H. Beske, editor of the club's Litho News, said a floor show, buffet lunch and door prizes are planned.

May Form Club in Egypt

Lithographers in Egypt, under the leadership of an American, are considering the organization of a Litho Club in that country. This was reported at the September 2 meeting of the Twin City Litho Club by Al Malchow, former member, who now is superintendent of a reproduction plant of the U. S. government in Egypt. Mr. Malchow asked Herman Goebbel, of the Twin City club and assistant secretary of NALC, to look into the matter.

Oehme at St. Louis

Frank Oehme, field service director, Printing Developments, Inc., was to address the St. Louis Litho Club on October 7. He was to discuss hard metal grainless plates, and show colored slides for illustration.

The club resumed its activities in September after holding no meetings during the summer months. September was a closed meeting for members only, and a study was made of press sheets.

The club plans its annual Christmas party for Thursday, December 2. This event will be planned at a closed meeting in November.

LITHO CLUB GUIDE

BALTIMORE

Clarke J. Fitzpatrick, Jr.
36 East 25th St.
Baltimore 18, Md.

BOSTON

Thomas J. Cain, Secy.
Hub Offset Co.
175 Purchase St., Boston 10.

BUFFALO

Vic Reich, Secy.
33 Eiseman Ave., Kenmore 17, N. Y.

CANTON, Ohio

Jack R. Reinhart, Secy.
1012 Maryland Ave., S.W., Canton

CHICAGO

James Ludford, Secy.
216 N. Clinton St., Chicago 6, Ill.

CINCINNATI

Ralph Eckard, Secy.
Nielsen Litho. Co.
4142 Airport Rd.
Cincinnati 26, Ohio

CLEVELAND

Milton Corman, Secy.
1P1
1325 W. 73 St., Cleveland 2

CONNECTICUT VALLEY

Leslie E. Phillips, Secy.
N. Maple St., Hazzardville, Conn.

DALLAS

E. D. Malone,
Southwest Printing Co.
Dallas, Tex.

DAYTON

Doug Webb, Secy.
3410 N. Main St.
Dayton, Ohio

DETROIT

John Murphy, Secy.
13110 Santa Rosa, Detroit

HOUSTON

Chic Lee Mallett, Secy.
2104 Wichita, Houston

MILWAUKEE

Dick G. Krekel, Secy.
5720 W. Thurston Ave.
Milwaukee 16, Wis.

NEW YORK

Leonard E. Adams
40-42 Hartley Place
Fairlawn, N. J.
Meets 4th Wednesday, Building Trades Club

ONTARIO

Robert Elgie, Secy.
R. G. McLean, Ltd.
26 Lombard St., Toronto, Ont.

PHILADELPHIA

Joseph Winterburg, Secy.
622 Race Street, Philadelphia 6.
Meets 4th Monday, Poor Richard Club.

QUEBEC

Dave Riddell, president
Montreal Litho. Co., Montreal, Canada.

ROCHESTER

Roy Bippes, Secy.
Box 401, 87 Pleasant Ave., Pt. Pleasant, N. Y.

ST. LOUIS

Neil McGowan, Secy.
Missouri Prtg. & Engr. Co.
3160 Easton, St. Louis

TWIN CITY

Ed. Sorenson, Secy.
1820 Columbus
Minneapolis

WASHINGTON

Dave Fall, Secy.
PO Box 952, Benj. Franklin Sta.
Washington, D. C.
Meets 4th Tuesday.

NATT'L ASS'N OF LITHO CLUBS

Frank Martimer, Exec. Secy.
Govt. Printing Office, Washington, D. C.

Uninvited Lady at Outing

The annual stag outing of the Litho Club of New York, September 11, had an uninvited lady guest who caused considerable turmoil. The lady (in fact, she was no lady) was Edna, the tropical hurricane which swept across Long Island on the morning of the outing which was at Platt-deutsche Park in Franklin Square, L. I. But in spite of the hurricane-driven rains which lashed the area all morning, the faithful continued to

arrive, and by mid-afternoon a crowd of 125 was on hand.

Outdoor sports events, softball, horse-shoes, golf chipping, tug-of-war, etc., were canceled, but the indoor bowling sweepstakes were run off as scheduled. Al Luddle, Kindred, MacLean & Co., won this event, with second and third places going to Frank Sullivan, Lanston Monotype Machine Co., and Dick Duncan, Vitality Bedding.

A noon breakfast was the first event

on the program, and the conclusion came following a lobster dinner. Art Tarling, Willmann Paper Co., was general chairman of the outing. He recalled that the outing a year ago fell on the hottest day of 1953.

The club's regular meetings are to get under way at the Building Trades Club, 2 Park Ave., New York, with a dinner meeting, October 27. The speaker will be Ren R. Perry, vice president for sales, Harris-Seybold Co., Cleveland. He will discuss the future of the offset field under the title "Where Do We Go From Here?"

Littman Nominated by Baltimore



Lawrence Littman, Lord Baltimore Press, has been nominated for president of the Litho Club of Baltimore, the club announced. With nominations closed, he was scheduled to be elected at the club's October 18 meeting. Mr. Littman is a former president of the Litho Club of New York, and has been a member of the Baltimore club for several years. The club meets on the third Monday of the month at the Stafford Hotel. At the September meeting a representative of the Intertype Corp., Brooklyn, talked on the Fotosetter, and showed a motion picture.

Dallas Opens Color School

The Dallas Litho Club color separation school got underway Oct. 4. Meetings at Padgett Printing and Litho Co., 5912 Harry Hines Blvd., will be held for four or five weeks.

The separation school consists of projection slides on separation methods, together with actual work on separations from reflection copy and dot etching.

McCall Adds 4-Color

The McCall Corp. has installed a new Harris-Seybold 42" x 58" four-color press in its Dayton, Ohio, plant.

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Boston Lists Meetings

Boston Litho Club meetings for the 1954-55 season have been announced by William S. Law, New England manager, International Printing Ink Co., Cambridge, Mass., and club program committee chairman, as follows:

On Oct. 4: Warren G. Buhler of American Type Founders Corp., on "Dry Offset," at the first regular dinner-meeting of the BLC at the Hotel Kenmore, Boston. Mr. Buhler has been associated with ATF for 14 years, dealing in the administration of many phases of ATF's graphic arts business. His latest assignment is to coordinate and study the dry offset process.

The evening's outstanding event was the honoring of past presidents in honor of the following Boston Litho Club leaders:

Edward W. Harnish (deceased), formerly of Direct Reproduction Corp., New York; James F. Haydock, Forbes Litho Mfg. Co., Chelsea, Mass.; James F. Beldotte, General Printing Ink, Div. Sun Chemical Corp., Cambridge, Mass.; Albert Koopman, Murray Printing Co., Wakefield, Mass.; Jerry Ferragamo, Boston Offset Co., Roxbury, Mass.; Merrill N. Friend, Spaulding-Moss Co., Boston; Herbert L. Borden, Hub Offset Co., Boston; and Albert H. Wain, Metropolitan Litho & Publishing Co., Everett, Mass.

Detroit Fêtes Ladies

The Detroit Litho club held its annual Ladies' Night meeting at Carl's Chop House, Sept. 9, with 114 members and their wives present. Each lady was presented with a set of costume jewelry, with the compliments of the club.

Getting under way for the fall season, the club reports that Ken Burt, formerly with National Rubber and Litho Plate Co., now is associated with Commercial Printing and Imprinting Co. Bob Sexsmith, from Tri-Craft Press, is selling color work for the Colorepro Co., and Norm Miller, formerly of Federal Litho Co., now is on the sales staff of Masura Offset Co.

The next meeting was to be a plant visitation of the Morgan Process Co.,

On Nov. 8, speaker will be Chester Miller of the W. Oliver Tripp Co., Boston, on the subject, "The Camera."

The subject for the Dec. 6 meeting is "Printing Good Halftones." The speaker has not been selected, but he will discuss the problem from the point of view of the camera, the plate, and the press.

No meeting scheduled for January, 1955. The BLC will join the Printing and Publishing Week activities.

Ladies' Night will be held in February, day and date to be determined as near St. Valentine's Day as possible.

John J. Deviny, former Public Printer of the United States, will speak on "How to Print Money and Stamps," on March 7.

"Quiz Night" is set for April 4, with Elmer J. Grover of Case, Lockwood and Brainard as moderator. The panel of experts has not been selected. This meeting will be a joint one with the Boston Club of Printing House Craftsmen.

For his annual visit, Michael H. Bruno, Research Manager of the Lithographic Technical Foundation, will speak on "What's New in Lithography," on May 11.

The second annual club outing and Clambake, scheduled at Green Acres, Saxonville, Mass., Saturday, Sept. 11, was washed out by Hurricane Edna. It was rescheduled for Oct. 2.

Oct. 14, where the silk screen process was to be described.

McMaster at Dayton

John McMaster, Eastman Kodak Co., Rochester, addressed the Dayton Litho Club at its September 13 meeting at Neal's Restaurant. Over 50 attended, and heard a round-up of lithographic developments of the last 20 years. These dealt mostly with photographic subjects. Mr. McMaster also explained the new Kodak Auto-screen film with built-in halftone screen, and other recent developments.

The club also had a meeting scheduled for October 4, and will meet next on November 1. Nominations are being made for a fall election of officers who will take over the first of the year.

Canton Hears Oehme, Makarius

The Canton Litho Club was scheduled to hear Frank Oehme, Printing Developments, Inc., discuss hard metal plates as the feature of its October 6 meeting at the Linway Restaurant. The meeting place is on Route 30 between Canton and Massillon, Ohio. Mr. Oehme, who works out of Chicago, was to discuss multi-metal plates in general.

At the club's November 3 meeting, Theodore Makarius, Pope & Gray, Inc., Clifton, N. J., is to be the speaker. He will discuss pressroom procedures.

Conn. Opens Fall Season

The first meeting of the 1954-1955 season of the Connecticut Valley Litho Club was held Oct. 1 at the Hotel Bond, Hartford, Conn. Speaker was scheduled to be A. D. "Pat" Kirkpatrick, eastern representative of Rapid Roller Co. He was to speak on rollers and presswork and conduct a question period.

The annual outing of the Connecticut club was held at Turner Park, East Longmeadow, Mass., on Aug. 21. It had an attendance of 184. It was topped off with a clambake, watermelon, chicken, lobster, and steamers. Numerous prizes were awarded.

The Massachusetts Red Sox trounced the Connecticut Yankees, 22-12, in their annual softball contest.

The winners of the other contests were as follows:

Driving contest — 1st prize: J. Hamilton; 2nd prize: John Magnani.

The horseshoe pitching contest was won by the Platt brothers, George and Ray, from a field of 54 participants. They defeated the team of Ken Williams and Dino Bonci in the finals.

The committee for the outing consisted of: Tom Murice, chairman of the athletics committee; Walt Dulak, Andy Pagliaro, Les Phillips, Charley Waterhouse, Frank Holloway, Joe Syracuse.

Members and representatives who attended the outing came from Connecticut, Massachusetts, Rhode Island, New York, and New Jersey.

Cincinnati Hears Ringman

An open meeting of the Cincinnati Litho Club was scheduled for Oct. 12 in Hotel Alms, with the program being presented by Ted Ringman of the local office of the Samuel Bingham's Son Manufacturing Co.

Plans for seasonal activities were discussed by club members at their first fall dinner meeting Sept. 14 at the 11th Frame Cocktail Lounge. Appointments by President William E. Staudt, Jr. were as follows:

Education and program committee chairman, Al Sides, Progress Lithographing Co.; publicity committee chairman, Gil Flanagan, Korb Lithographing Co.; by-laws committee chairman, Buford Payne of Tri-State Offset Co., assisted by Ben Smith, the Hennegan Co.; Joseph Hoffer, the Gibson and Perin Co., and Russell Smith, Tri-State Offset Co., and parliamentarian, Buford Payne.

Clarence B. Kerr Dies

Clarence B. Kerr, 69, sales executive of Central Lithograph Co., Los Angeles, died August 24.



294 at Phila. Outing

A total of 294 men attended the annual outing of the Litho Club of Philadelphia last month at the Valley Forge Country Club. Top left are prize winners Mario Nedjicka, Walter Bossert and Tony Carruccio. Horseshoe pitching winners (L-R) are John Hughes and Constantino Tassi.

Royalty Opens New Plant

Jack Royalty, Santa Paula, Calif., printer, has opened a new printing

Lower, (L-R) golf winners Tony Chilla, Bob Long (not of ML staff), Al Bouffard and Ted Landgraff. Putting contest winners are Andy Glivray and Ted Landgraff. A softball game, and other sports and activities filled out the day. Dinner and awarding of prizes were held in the evening. Harvey Webb was outing chairman.

shop at 111 E. North Mill St. Mr. and Mrs. Royalty celebrated the event with an open house.

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Air Aids Cutting Manipulation

A cutting machine improvement to reduce the effort required to manipulate heavy loads of paper during the cutting operation, has just been announced by D. W. Schulkind, president of E. P. Lawson Co., New York. Called the "air cushion device" it utilizes a series of air valves embedded in the cutting machine table. It reduces the heavy physical effort required to move large size lifts by reducing the friction between the paper and the table. The effort required to move even the heaviest loads, is reduced by approximately 85 to 90 percent, reports Mr. Schulkind.

It is furnished as optional equipment for the 46" and 52" Lawson heavy duty hydraulic clamp cutters and Lawson Electronic Spacer cutters.

The device consists of a series of $\frac{5}{8}$ " diameter holes, each fitted with an air valve, embedded in the working area of the table. The holes and valves are fitted with special nylon balls which, when depressed, permit a stream of air to escape. Thus, when a large heavy lift of paper is placed on the cutter table, the nylon balls are depressed and the lift is actually supported by a "live cushion of air." The operator can then turn or manipulate the heaviest loads with greatest ease.

Tests were made at several installations. At the United Lutheran Publications, Philadelphia, a 52" Lawson cutter equipped with 76" table, gave further opportunity for

testing in the handling of extremely large and heavy lifts of paper. A "substantial increase" in production could be traced directly to the air cushion device, which lessened operator fatigue, Lawson reports.

Desk Top Layout Device

Universal Drafting Machine Corp., 7960 Lorain Ave., Cleveland, maker of drafting machines, has announced a portable drafting system of professional quality for personal use. This new layout tool is suitable for use in

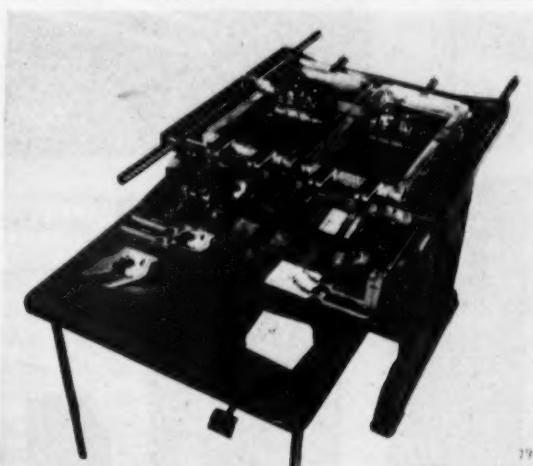
the preparation of dummies for books, catalogs, folders, advertisements and business forms.

The Universal desk-topper drafting and layout machine consists of a drafting machine with a drawing capacity of 22" x 34", a 9" and a 15" engine-divided aluminum alloy scale, a folding board equipped with foldings legs and rubber feet that, when opened, accommodates drawings up to 17" x 22", a box for instruments, a tracing paper dispenser, and a carrying travel case.

New Screen Press

A screen process press which will print two separate jobs simultaneously has been announced by James A. Black, president of General Research and Supply Co., Grand Rapids, Mich. A modification of one of the regular Four Star General presses, this machine is called the Model 24 Tandem.

Originally developed for greeting card production, the Tandem can be used for screen process printing on folded, collated and stitched booklets up to $1\frac{1}{8}$ " thick. As can be seen from the accompanying picture, the operator can feed one job with each hand to two different sets of guides. The press can accommodate two different screens and the squeegee is split. Two different jobs can be run at the same time, or the same job can be run two up. Spring-loaded grippers enable the press to handle



pieces which vary in thickness.

Although designed to double up on small pieces, the Tandem press can also operate as a normal Model 24, handling sheets up to 17 x 25" with weights varying from 16 pound bound to 10 point cover. With a cardboard delivery it will handle up to 40 point card stock.

With a press speed of 2500 per hour, the Model 24 can produce 5000 printed pieces per hour when run as a Tandem. At this speed it will hold good register and give an impression which is full in the solids while maintaining fine line detail, the company says.

New Rogers Roller Wash

A new roller wash for both offset and rotary letterpress, described as a "short-cut" has been announced by Harry E. Rogers Co., 5331 S. Cicero Ave., Chicago. It is a concentrated solvent, called 2-4-1, and is mixed with an equal amount of water for use. The concentrated solution reduces shipping cost and storage space requirements, the company points out.

The solution is claimed to be fast, and penetrating enough to pull out dried ink and dirt and keep rollers free of glaze. It can be used with

kerosene or benzine solvents. It is described as non-toxic, "dermatitis-controlled," and non-flammable. It can be stored safely in cans or drums.

GPO Issues Bulletin

A new bulletin, dealing with bookbinding adhesives, has been issued by the Government Printing Office. It is a supplement to GPO-PIA Joint Research Bulletin B-4 and was put out after government studies showed certain adhesives were hindering waste paper utilization. New formulas were developed which are described.

Bulletin on Sensitivity

"The Sensitivity of Bichromated Coatings," is the title of Research Bulletin No. 218, just issued by the Lithographic Technical Foundation, 131 East 39 St., New York 16, N. Y. It was written by George Jorgensen and Michael H. Bruno, of the LTF research staff. They discuss the problems of plate coatings, describe the method of investigation, illustrate the results of the work, and discuss the conclusions drawn from the experimental procedures. LTF says the booklet provides the serious plate-maker with a source of information on the whys and hows of coatings.

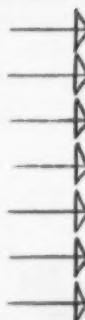
The new bulletin is another in a set of such bulletins being issued by LTF on all phases of platemaking.

The Foundation also announced that a new manuscript has gone into production, "How to Make and Run Deep-Etch Plates on Grained Aluminum." It will be an instructional booklet, called Bulletin No. 306. Bulletin No. 304, "How to Make and Run Deep-Etch Plates on Grained Zinc," has been out for some time.

Complete teaching materials for a course in photo-composing also have been completed and issued by LTF. The textbook for this course was issued last winter. (This book is the basis for the series of articles on photo-composing now being published in MODERN LITHOGRAPHY).

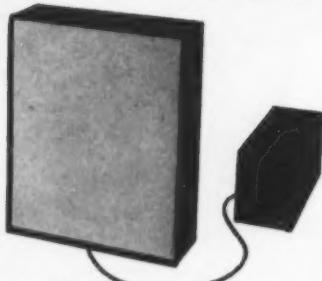
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CAMERA . . . in your **DARKROOM**

NATSCO MEANS BETTER LIGHT!



NATSCO "CCL" GRAPHIC ARTS LIGHT

The ideal source of highly actinic
cool
clean
even and steady
Light
... for color
separating,
for screening,
for duplicating
in the camera



Range of Sizes,
Prices on application.

NATIONAL STEEL & COPPER PLATE COMPANY

700 South Clinton Street
Chicago 7, Illinois

653 Tenth Avenue
New York 36 New York

— A COMPLETE LINE FOR THE GRAPHIC ARTS —

New Light Table

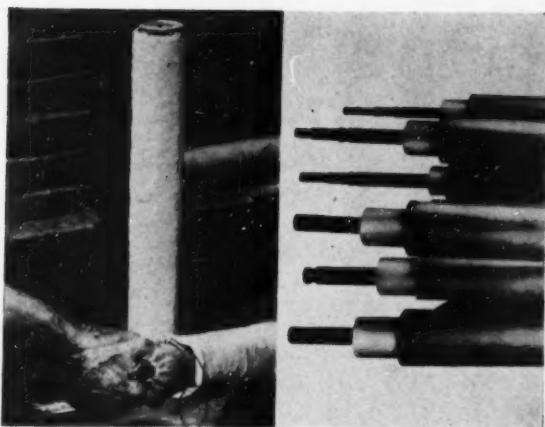
A new Colight stripping and opaquaing table developed and produced by Colwell Litho Products, Inc., 614 S. Seventh St., Minneapolis, has just been announced. The device is used in handling processed negatives for photo offset printing, for artists' layouts and others.

The table features a double-wall glass on the top with lighting from beneath by fluorescent lamps. A special Italian opal glass provides 100 percent light diffusion, the company says.

Felton Colwell, president of the manufacturing firm, said that the distinctive feature of the stripping and opaquaing table is the double glass top.

New Jomac Products

Shown here are two of the new products of Jomac Inc., 6128 N. Woodstock St., Philadelphia 38, Pa., which were introduced at the NAP-L convention in New York last month. At left are cut sleeves of Seamol and Flancol seamless dampener roller covers which require no sewing. At right is the Shamrock Green neoprene inking roller. The cut sleeves for the dampener rollers are supplied with either drawstrings or grommets. In photo, a Seamol seamless molleton top covering is being drawn over a Flancol undercovering. The green roller has been



adopted by Jomac to make it easier for pressmen to set black and other color inks when cleaning rollers. The other new product shown at the convention was "Bild-Up" covers for insuring correct diameter of dampener rollers. It comes in rolls about 25 yards long.

Power-fix in New Container

Sam B. Anson, general sales manager, Chemco Photoproducts Co., Glen Cove, N. Y., recently announced that Chemco's Power-fix is now available in a new non-return 5 gallon container. This new packaging is specifically designed to overcome consumer inconvenience and expense, he said. Power-fix was developed to clear negatives "three times faster and last days longer" than conventional hypo baths, the company says, as demonstrated in laboratory tests by the manufacturer. The new drum is complete with pouring spout and re-sealing cap.

Bulletin on Folding Machine

Dexter Folder Co., Pearl River, N. Y., is offering a new six-page circular describing their Model '00' Cleveland folder with Cleveland continuous feeder. The circular contains a large photo of the 22 x 28" capacity machine, detail photos of all features, fold plate diagram and floor plan. Included in the circular is a description of the Dexter-Conde Dri-Air pump, now standard equipment on all Cleveland folders.

According to the literature, the Model '00' Folder contains nine fold plates, with two additional optional plates, and can handle sheets from a minimum of 4 x 6" to a maximum of 22 x 28" or up to 22 x 34" on some

parallel folds. Rated speed is given as 6840 sheets per hour using 22 x 28" paper.

Copies of the new circular can be obtained from the general offices at Pearl River, or from any Dexter sales office.

New Blanket for Fast Inks

A new lithographic blanket has been developed by Rapid Roller Company of Chicago, according to an announcement by B. P. Nilles, president.

The new blanket, called the Mercury Blue Streak, is designed especially for quick drying and heat-set inks. It solves important problems which have resulted from the increasing use of these new types of inks, the company says. Many lithographers have encountered serious problems as a result of the tendency of fast setting inks to dry on the blanket, and certain characteristics in the compound from which Blue Streak surface is made eliminate this problem, the announcement states.

It is also claimed that the blanket provides superior lifting quality, releasing the ink smoothly, inks stay open, embossing is reduced, and the blanket offers a smooth surface that reproduces halftones and solids with less printing pressure.

Information is available from the company, Federal at 26th St., Chicago 16, Ill.

New Davidson Plate

Davidson Corporation, 29 Ryerson St., Brooklyn 5, N. Y., manufacturer of small presses, has just announced the addition of a new line of pre-sensitized photo-offset plates and related chemicals. They will be marketed under the trade name "Photorite," in sizes up to and including 14 x 20". Davidson has had them under development and test for a long period of time.

Made of special paper, Photorite plates are pre-sensitized for quick preparation. They do not require the use of a whirler, darkroom, or sink. Davidson Corporation recommends Photorites for all types of offset printing including solids, halftones, and line work. Length of run and dimensional stability are "excellent," the announcement states.

The plate requires only one developing solution when it is to be used for short run work.

Photorite plates will be stocked and sold by Davidson Corporation's national sales organization of over 50 domestic distributors.

Eight New Filmotype Types

Eight new fonts consisting of seven hand lettering styles and a special signs and symbols master have recently been released by the Filmotype Corp., Chicago, manufacturers of the Filmotype photo-lettering and type machine.

The seven hand lettering faces include two new scripts, one modern and the other traditional. Filmotype is also offering four casual faces in addition to a bold style of condensed Gothic. These new hand lettering fonts supplement more than 700 styles and sizes of Filmotype hand lettering and type already in widespread use.

Filmotype's new signs and symbols font contains arrows, checks, stars, hands, telephones, circles and many other frequently reproduced symbols.

These fonts come as ribbons of film, and can be reused indefinitely. Information and illustrations of the new fonts are available from Filmotype Corp., 60 West Superior St., Chicago 10, Ill.

Heads McCormick-Armstrong



A. G. "Bud" McCormick Jr. (above) has been named president and general manager of the McCormick-Armstrong Co., Inc., Wichita, Kansas printers and lithographers. He succeeds Arthur M. Miller, who died Sept. 22. Mr. McCormick joined the company in 1929 after graduating from Carnegie Institute of Technology as a student of printing management. He has worked with all phases of printing production and has been active in national graphic arts trade groups. As president in 1941 and 1942 of the National Association of Photo-Lithographers, he headed an industry-government liaison program which clarified the place of lithography in the war effort. From 1942 through 1945 he was national executive chairman of the Graphic Arts Victory Committee, which served to coordinate the wartime aims of government and of all graphic arts producers. He is a director of the Printing Industry of America, and in 1947 served as secretary of the association.

As executive vice president of the company since 1946, Mr. McCormick was influential in the production aspects of a postwar expansion program which has approximately doubled its capacity and volume. His father, A. G. McCormick, was a co-founder of the firm.

E. W. "Pete" Armstrong, plant superintendent and a son of Charles H. Armstrong, company co-founder, also was elected to the McCormick-Armstrong board of directors. In addition to McCormick, company officers now include Robt. T. Aitchison, treasurer; Beulah Crosswait, secretary; and W. J. van Wormer, O. W. Buswell, VirDen Mayo, and Louis Dusacir, vice presidents. All have long been associated with the firm.

Tally-Tab Improved

Hobson Miller, president of Miller-Lauffer Printing Equipment Corp., New York, announced last month that his company is once again in control of the manufacture and distribution of the Tally-Tab unit. The Tally-Tab is a device which automatically counts and tabs sheets as they come off the press.

This machine was originally introduced to the industry in 1949 by Miller-Lauffer and has now been completely redesigned and re-engineered by them. It is portable and may be

quickly moved from press to press as needed, according to the company.

Strathmore Seeks Cost Cut

A big step toward reducing the problem of rising freight costs was taken Sept. 22 by the Strathmore Paper Co., West Springfield, when its president, F. Nelson Bridgham, announced that it had purchased the W. Warren Thread Works, Inc. building in Westfield, Mass., and will use it as a central warehouse and shipping point for the numerous lines of fine papers made in its four mills. Purchase price was not disclosed.

The textile building contains approximately 75,000 square feet of floor space which will eventually be utilized entirely for inventory storage. It is centrally located in relation to the company's mills in West Springfield, its two mills in Woronoco, and its Keith Paper Company Division in Turners Falls.

Miehle Installation

Willard K. Joyce, New England manager, Miehle Printing Press & Mfg. Co., Boston, announced that Excelsior Printing Co., North Adams, Mass., installed one No. 29 Offset Press during the summer.

Add Machines in Midwest

Midwestern firms recently installing Harris-Seybold Co. equipment include the following, it was announced in October: Graphic Arts Process Co., Detroit, a 52 x 76" two-color offset press; Master-Craft Corp., Kalamazoo, Mich., a 22 x 34";

Boston's First Fotosetter

First Intertype Fotosetter installed in the Greater Boston area is now in operation at Spaulding-Moss Co., Boston lithographers. Norman J. Doucet, (seated) Fotosetter operator, receives copy and instructions from Anthony Caliendo, (right) works manager of the photolithographic department, and Herrick A. Soderquist, (center) supervisor of preparations department looks on.

H. M. Smyth Printing Co., St. Paul, a Seybold 50" cutter; Merchants Industries, Inc., Bellefontaine, Ohio, a 17 x 22"; Crest Craft, Cincinnati, a 21 x 28"; National Litho Forms Co., Cleveland, a 40" cutter; A. H. Reglin Co., Cleveland, a 17 x 22"; Reynolds & Reynolds Co., Dayton, a 17 x 22"; Meunier Printing Co., Toledo, a 17 x 22"; Youngstown Printing Co., Youngstown, Ohio, a 22 x 34"; and Inland Press, Milwaukee, a 22 x 34" two-color.

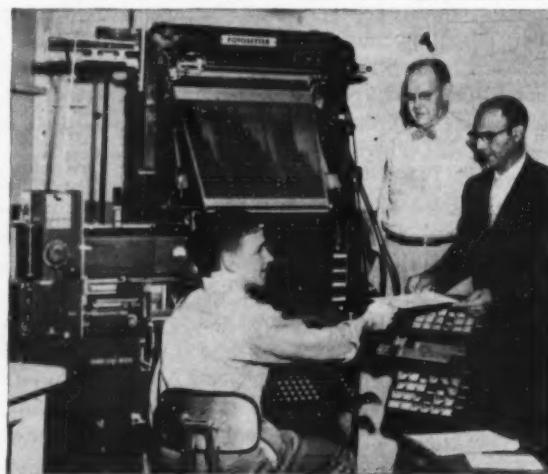
Rejoins B & B

Appointment of Dr. Frank Ireland as director of research and laboratories for Brown & Bigelow, advertising specialties firm, St. Paul, Minn., and its subsidiaries was announced in September by K. B. Priester, senior vice-president, manufacturing.

Dr. Ireland was technical director and chemical laboratory superintendent for Brown & Bigelow from 1943 to 1953. During the past year he was supervisor of the new products division, printing products, Minnesota Mining & Mfg. Co., St. Paul.

As director of research at Brown & Bigelow, Dr. Ireland will head a new basic and applied research division under Priester. This division also will encompass the work handled formerly by the Brown & Bigelow testing and chemical laboratories and the chemical dispensary.

Ireland will supervise the development of new techniques and materials that can be applied to Brown & Bigelow products in the metal, plastic and paper field.



ADVERTISE LITHO

(Continued from Page 50)

showed an expansion-type file folder divided into sections to contain ideas catalogued as copy, design, production, color, paper; a sectional index for all phases of lithographed advertising. Two and four-page versions of "Dollar Saver\$" were shown for each section.)

With the first edition of new "Dollar Saver\$" customers and prospects receive a file folder for safe keeping of future issues. The file folder is my first application of merchandising techniques. The "Dollar Saver\$" will definitely be "merchandised." I'll run a series of advertisements—small-spot stuff—in *Printers' Ink, Productionwise, Advertising Age* and a few other papers read by sales and advertising executives. I'll invite these people to write for "Dollar Saver\$."

As time passes the business of "Chick Morris, Lithographer" becomes an important factor in my

town's graphic arts industries. Now I enjoy the distinction of graphic arts authority. "Dollar Saver\$" becomes a "bible" among people who buy and use lithography. So, "Dollar Saver\$" grows to "headquarters" status. Handbook in editorial content; handbook in picture and actual samples—that is my objective. The ideas and principles of using lithography better and more economically are given permanent form. Much of the material that will take on permanency needs only to be "lifted" from early issues of "Dollar Saver\$." Now, though basic, handbook information can be added.

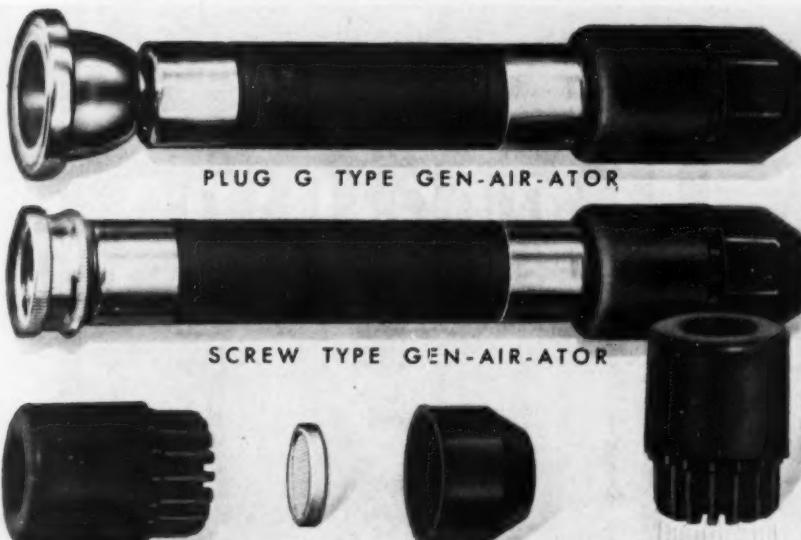
(Mr. Morris showed a handsome, red-leather, 3-ring binder entitled "The Handbook of Lithography." Inside, the sections were indexed much as were the dividers in the expanding file folder of "Dollar Saver\$." The format of the Handbook favored text-book handling with prominence given each of the topics with bold first-page headings. Contents of the handbook are listed in the box accompanying this article.)

I'll also talk about the advantages of considering my firm as a dealer, not only as a manufacturer. Many buyers of lithography like to buy their paper, their binding and other services. I'll exploit the benefits of single responsibility, my company's. You're right . . . this is a sizeable project in the making. The Rein Company of Houston, Texas, comes reasonably close to filling my requirements for "keepability." The Rein book won't be thrown away . . . that's for sure. And it will be used by Texas printing buyers.

Not long ago a printer friend called to tell me how he liked *The Lindenmyr Workbook for Printing Buyers*. It is so complete, he commented, study of it is mandatory among his estimating and production help.

A small lithographer in New York furnishes regular monthly production calendars for advertising agency people. He can't stop them, he tells me. They're now in the third year of use. Another printer friend of mine provides his customers and prospects

RINSE, DEVELOP NEGATIVES, PLATES WITHOUT SPLASHING!



GENERAL PLATE MAKERS SUPPLY CO.

"Super-speed" on every

Supply and Equipment need!

Main Offices & Plant:
5441-55 N. KEDZIE AVE., CHICAGO 25, ILL.



22 EAST 17th STREET
NEW YORK 3, NEW YORK

FOR LITHOGRAPHERS

IN DARKROOMS—GEN-AIR-ATORS will keep the darkroom clean, and you also, by eliminating all splashing. Water passes through brass filter and is aerated, ending all troublesome bubbles on negatives.

• PLATEMAKERS •

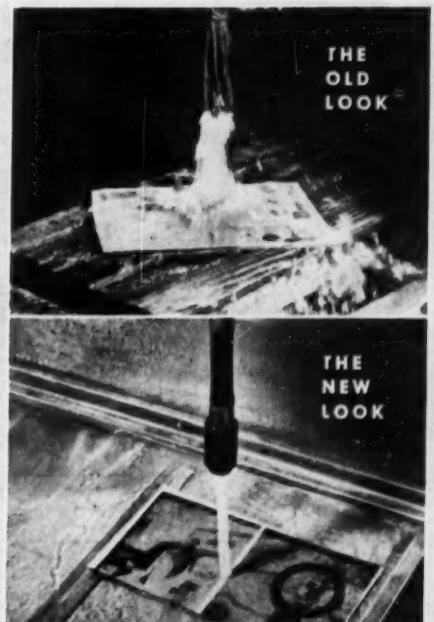
IN PRINTING AND STRIPPING—GEN-AIR-ATORS will rinse and develop plates without splash or forceful water pressure. By removing nozzle (shown above) you can get a forceful pressure spray for opening up stubborn plates.

• ROTOGRAVURE •

IN ETCHING ROOMS—GEN-AIR-ATORS do away with dangerous splashing of acids and water. The soft aerated cleansing action scums and cleans etched plates without excessive shelling or scaling of halftone dots.

• PHOTOENGRAVERS

GEN-AIR-ATOR PRICES—Complete units with soft rubber hose, overall length 6" to 12" \$2.85 each. For units over 12" long add 5¢ per inch. GEN-AIR-ATOR Heads only \$1.00 each. When ordering, please specify length desired, plug G type or screw type.





HANCO PLATE ETCH

Gives you LOTS of Extras!

EXTRA sharpness of image, resulting from firm high lights, clean shadows and extra sharp lines.

EXTRA life on long runs. Produces plates with no faulty images to go blind. Reduces "remakes" to the minimum.

EXTRA speed in use. Requires no measuring or mixing. For plate etch, use full strength . . . just as it comes.

GUARANTEED SAFE

Hanco Plate Etch is unconditionally guaranteed **SAFE** to all users. It contains **NO** harmful bichromate or chromic acid.

FREE TRIAL

We want you to see for yourself just how many **EXTRAS** Hanco Plate Etch will give you. Send for a generous **FREE SAMPLE** today. Try it at our invitation.

NO OBLIGATION

A. E. HANDSCHY COMPANY, ML 1054
125 S. Racine Ave., Chicago 7, Ill.
Send the generous Free Sample of Hanco Plate Etch. We'll try it in our shop and see for ourselves the many Extras it gives.

COMPANY _____
BY _____
CITY _____ STATE _____

A. E. HANDSCHY CO.

Manufacturers of Fine Letterpress and Offset Printing Inks

CHICAGO 7, ILL. 125 South Racine Avenue
MINNEAPOLIS 15, MINN. 422 South Third Street
INDIANAPOLIS 4, IND. 225 North New Jersey St.

DISTRIBUTORS

Handschy Distributors located in all principal cities.
Write for name and address of Distributor nearest you.

Why We Bet Our Life . . . 1954 WOULD BE THE GRAPHIC ARTS BEST YEAR EVER!!

MONEY — so plentiful the savings banks deposits keep on rising. (Note—and now the government is making money more plentiful.)

UNEMPLOYMENT — people out of work in '54—only a fraction of previous years when we had much smaller population—when times were considered good. And, today unemployment compensation keeps the few unemployed eating without dipping into their savings. Watch unemployment drop this fall (sure as shooting).

RUSSIA—INDO CHINA—KOREA situation sells newspapers, but nothing untoward has happened, and pitiless publicity today throughout the world will (methinks) make the Machiavellian machinations of the war mongers die a-borning, their conquests by stealth are over.

AMERICA — at the adolescent age where it will grow like Iowa corn—you can see it growing—billions being spent to take care of more business in the next ten years than the previous thirty—all of which requires tremendous more printing (and most printing has to be **FOLDED**), and the BaumFolder Gold-Mine, on pay-for-itself terms—is yours for the asking. Which size may we ship?

Russell Ernest Baum, Inc., 615 Chestnut St., Phila.

14 x 20 — 17 x 22 — 22 x 28 — 25 x 38 — 30 x 46

LITHO PLATE graining

Zinc and Aluminum Plates

Multilith-Davidson Plates

Lithographic Supplies

LITHO
PLATES

THE PHOTO-LITHO
PLATE GRAINING CO.

1200 S. BAYLIS ST. BALTIMORE 24, MD.
Telephone Dickens 8320

with a collection of working tools. Every month he sends a personal note attached to screen tint chart, a newspaper sample book, digests of interesting articles, a pica ruler, a typefitting tool, art techniques. Neither can he stop his mailings, he says. There's the calendar-blotter idea that people never seem to tire of.

Start such a series of mailings and your list won't let you stop. Start a house magazine, big or little. Make it practical, useful—"fileable"—enjoyable. Then see if you can stop publication. You can only at the risk of losing prestige and, maybe, business.

When your advertising takes on the quality of "keepability," opportunities for exploitation are limitless. *You open doors for your salesmen. You keep doors open for them.★★*

NAPL

(Continued from Page 43)

is in closer balance with pressroom conditions of relative humidity than ever before, it was said.

Hanging of plates was the preferred method of storing, although no criticism was made of using A frames for storage, with protective sheets between. If stored flat, plates tend to be scratched when they are removed or replaced. Plates should be stored in an area of low humidity. Some plants place the last sheet of a run with the plate together with notes of experience during the run. This shows the condition of the plate for a possible rerun.★★

CHECK LIST

(Continued from Page 79)

Is enclosure material printed? (Envelopes, Containers)
Rerun possibility (assured — possibly — no)
Grind off plates
Wash off glass
Kill standing type
INK-VARNISH
Ink Coverage % Area
(Submit sample, tracing, description)
Regular, Gloss, or Metallic Inks
Special Requirements — Permanent or
Fade-Proof, Odorless, Acid Resistant, Non Toxic
Varnish — (Printed) (Spirit)
(Lacquer) (Other

Gum—(Spot) (Strip) (Solid)
POSITIVES & NEGATIVES

Plates, Positives, or Negatives: On hand, furnished by customer.
If furnished—Negatives (Glass or Film)

Positives (Glass or Film)
Will Negatives or Positives fit our Step & Repeat Machine?

Type of Reproduction:

Process Half Tone

Special Colors

Ben Day — Strip Tints

Duo Tone

Line Only — Flat Colors

Fake

Proofs:

Quantity required

Full Color

Partial (Which part?)

Blue Print — Ozalid — Salt Print

Press

None

Proof date necessary

STOCK

We to supply

Customer to furnish (If furnished, will moisture content be in balance with our requirements, or will conditioning be necessary?)

Grain of printing sheet if furnished.

Weight basis (Paper) Thickness (Board)

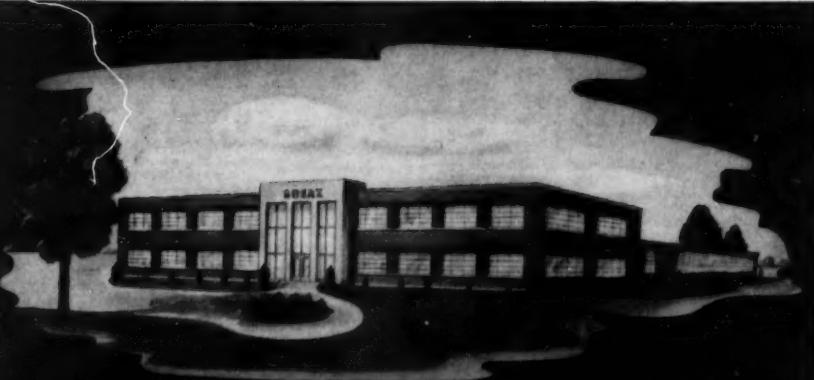
Texture and Finish — (CW1S) (CW2S) (Super) (Offset) (M.F.) (Bond) (Other

Color of stock

Grain of subject on sheet

Specific brand of stock if required

Thanks...
to the
GRAPHIC ARTS!



Response to the new GOERZ Red Dot Artar Photo Lens has been so overwhelming—in addition to the continued demand for our other lenses—that larger and more modern production facilities became imperative.

Serving you from our new headquarters at Inwood, L. I., New York, will enable us to continue to provide the craftsmanship and high quality production that has always been associated with the name GOERZ!

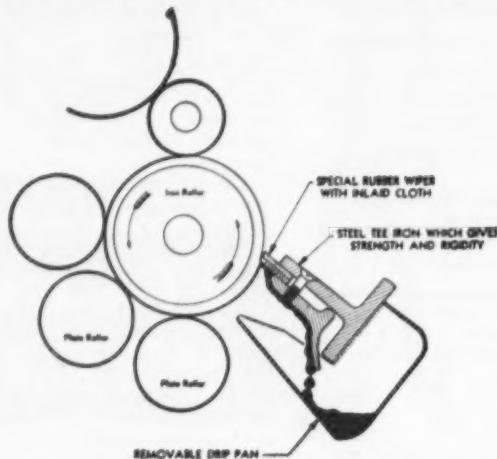
GOERZ

C. P. GOERZ AMERICAN OPTICAL COMPANY

Office and Factory

DOUGHTY BLVD., INWOOD, L. I. 96, NEW YORK

Are You Interested in the CLEANEST and Most Complete Press Washup in the SHORTEST POSSIBLE TIME?



Then you will want the International Press Cleaner, which time has proven to be the best.

We now manufacture efficient cleaners for the following makes of presses — Harris Offset and Rotary, Miehle Offset and Rotary, Hoe Tin Decorating, Ebcu and Webendorfer.

Leading lithographers, and metal decorating establishments have made our cleaners standard equipment in their pressrooms.

We are ready and willing to back up our claims with a 30 Day Trial of our cleaners. Write and let us know the size and make of your press.

THE INTERNATIONAL PRESS CLEANER & MFG. CO.
112 HAMILTON AVENUE

CLEVELAND 14, OHIO

SERVICE PLUS QUALITY! HAS MADE OUR PLANT THE WORLD'S LARGEST

We Specialize in all sizes
MULTILITH and DAVIDSON PLATES
3M ALUMINUM PRESENSITIZED PLATES



All sizes ZINC and
ALUMINUM PLATES
UNGRAINED-GRAINED-REGRAINED



35-51 Box Street

Tel. EVergreen 9-4260—4261

Brooklyn 22, N. Y.

FINISHING OPERATIONS

Emboss
Gum — Spot, Strip, Solid (which dimension?)
Varnish — Lacquer — Other
Mount (Number of points finished thickness — kind of board-liner)
Die Cut — (Irregular — Square)
Score — (1 Side — 2 Sides)
Guillotine Cut — Corner Cut
Easel — (Kind and Size — Stock)
Drill and Punch — (Size — Round or Slot or Kalamazoo)
Eyelet — (Size — Kind)
String — (Kind — Length)
Fold — (Number of Folds) Insert
Stitch — (Saddle — Side) How many? Sewing
Pad — (How many up — Which edge)
Hinge — (Cloth or Invisible) (Top or Bottom Cover)
Enclose — (In envelopes, containers, bags, tubes? Stiffener? Seal? Tuck-In Flap? Clasp? Paper Ends?)
Tipping
Collate — Gather (How many signatures?)
Round Corners — (How many?)
Perforate — (Pin or Slot — Damon 1 or 2 Ways) Glue — Pasting
Slip Sheet — Tissue — Wax
Machine or Print Ruling
Binding — Manila Top — Strawboard Back — Cloth Strip — Full Duck
Tight Back — Single Thread — Double Thread — Quarter Bind —

Green Edge

Laminating — Cellucoating
Plastic Bind — Size Comb — Color Crimp

PACKING

Band — Paper or Rubber
String Tie
Completely Wrapped
Chipboard Bundle
Individual Folders — Bulk Corrugated — Wooden Cases — Skids or pallets
Special copy for: Stencilling or printing of containers
Size or weight limit?
How many in?
Zoning — Addressing, typing labels — Attaching Labels and Postage —
Bundle — Handling — Stamps (Regular, Pre-Cancelled, Furnished)

DELIVERY

Hold — (How long?) Deferred billing — (Give details)
When? (Partial) (Complete)
Where?
Method of shipment — Transportation charges (Prepaid or Collect?) Advance Copies?
How much overrun?
Drop Shipments — (How many?) (Will labels be furnished?)

INVOICING INSTRUCTIONS

Mail to attention of:
How many copies?
Transportation prepaid, collect, etc.

SALESMAN'S PLACE

(Continued from Page 47)

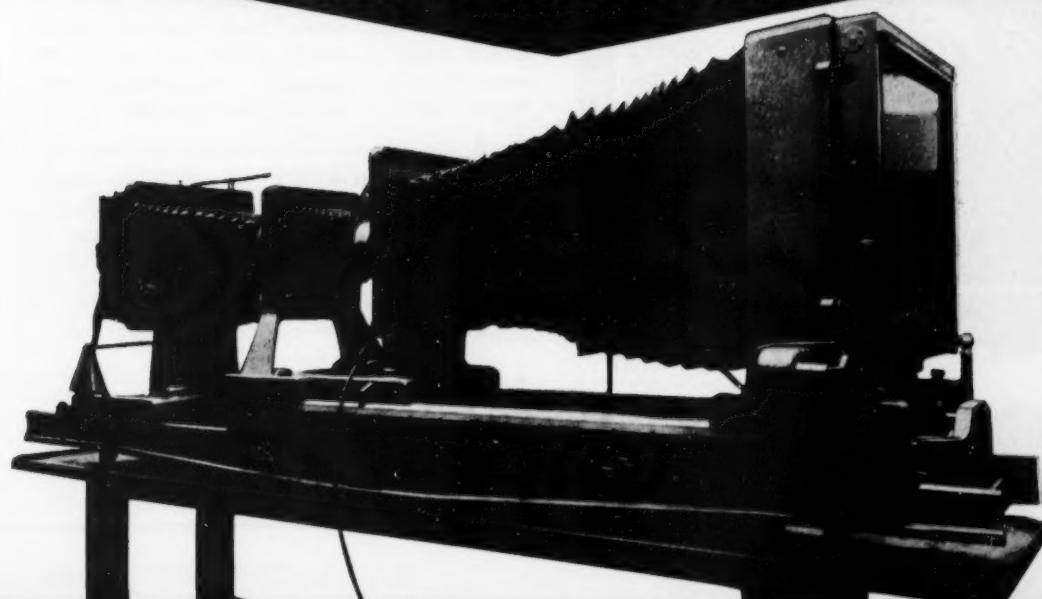
arises out of a broader definition of the term. This is the incentive of *belonging*; of not being a special group apart; of contributing to strength with the knowledge that he will participate in the rewards arising from this strength; of contributing to growth with the knowledge that he will participate in the rewards arising from this growth.

There has been far too much emphasis placed on the *immediate buck* incentive largely because too little has been placed on the *long time* incentive which produces what I feel the salesman has groped for quite blindly on his own.

As a salesman my personal interests both emotionally and practically are with salesmen. I recognize the salesman's value, I rely on his special talents and feel that they should be compensated for in due measure.

My feeling is that I can make my

A BESCO EXCLUSIVE THE FABULOUS MULTICHROM COLOR MASKING CAMERA A BESCO IMPORT FROM ENGLAND — FIRST IN UNITED STATES!



BRIDGEPORT ENGRAVERS SUPPLY CO.

BOSTON: 287 Atlantic Avenue
NEW YORK: 525 W. 33 Street

BRIDGEPORT 2, CONNECTICUT

CLEVELAND: 1051 Power Avenue
CHICAGO: 900 N. Franklin Street

WORTHY OF SKILLED HANDS!

~ Series 7 Finest Sable Hair

Winsor & Newton's

Series 7

"A L B A T A"

*World's Finest Brush for
Lithographing and Retouching*



For litho strength, fine point
and extreme durability, use Winsor & Newton's
Series 7 Finest Pure Red Sable Brushes.
Made for professional graphic arts
work under the most exacting conditions!

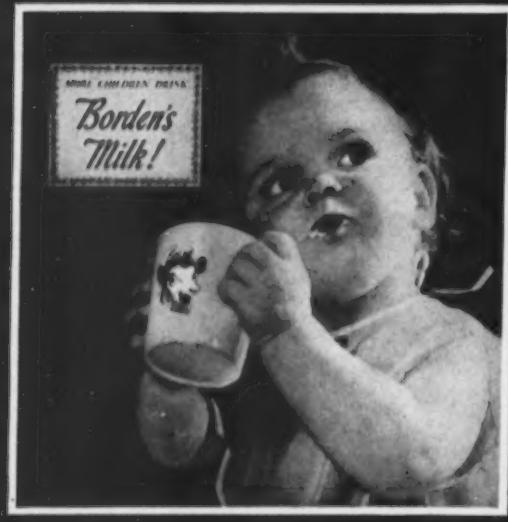
Available in sizes 000 through 14.



902 BROADWAY, NEW YORK 10, N.Y.

California Distributors:
SCHWABACHER-FREY CO., SAN FRANCISCO - LOS ANGELES

Canadian Agents:
THE HUGHES OWENS CO., LTD., HEAD OFFICE: MONTREAL



**FALPACO QUALITY
helps to assure
MAXIMUM APPEAL!**

Falpac Coated Blanks are specially coated for offset lithography. They are also specially coated for letter-press printing. Due to the special Falulah manufacturing process Falpac Coated Blanks have less tendency to curl, shrink or stretch—as they are seasoned flat before shipping. They have that so desirable new, brighter blue-white and extra smooth surface.

The Borden Company has found this attention-getting card, one of a series of eight, most effective for interior store displays. It was produced by Spurgeon Tucker, New York, in eight colors by offset lithography on Falpac 5 ply coated one side, special coating for offset.

*Ask your paper merchant for samples and prices.
Distributed by authorized paper merchants from
coast to coast.*



FALULAH PAPER COMPANY

New York Office—500 Fifth Ave., N.Y. 36 • Mills: Fitchburg, Mass.

best contribution in the salesman's behalf not by getting him the fast dollar today; but rather in seeking to integrate him into the organization as a sound businessman is entitled to be, participating on a mutual basis, with security for himself and family; with a goal of a solid future achieved and shared in company with his associates in the organization of which he is an important part.★★

SPLIT ROLLERS

(Continued from Page 82)

device consists of a small rubber roller, the width of the "split", which rides on the vibrating roller and transfers the ink to a steel roller. A small blade scrapes the ink from the steel roller on to a tray attached to the device. The blending of ink on the rollers is retarded because the film thickness in the area of the scraper is constantly at the same level as that of the ink on either side.

There is also an ink film thickness gauge on the market which has been used successfully to measure the film thickness of the various colors on the inking rollers.★★

TECHNICAL BRIEFS

(Continued from Page 65)

sterdam and used in these tests (a dusting tester and the I.G.T. printability tester) are described and illustrated. 18 figures and 11 references. *Bulletin of the Institute of Paper Chemistry* 24, No. 11, July, 1954, pages 910-911. The Bulletin is published by the Association Technique de l'Industrie Papetiere, 154 Boulevard Haussmann, Paris (8^e), France.

Lithography — General

A New Aid to Presswork. *Graphic Arts Progress* 1, No. 2, March-April, 1954, page 1. An "Ink Distribution Meter" to be used for controlling ink fountain adjustment on the press has been announced at the GARD Photographic Laboratory. The device is a Welch Densichron densitometer mounted on a traversing mechanism which draws it across the press sheet. In place of the usual meter three colored lights flash when the density is low, correct, or high.

Spray Powder Causes the Disappearance of Half-Tone Dots. J. Polderman, *I.G.T. Nieuws* 7, No. 2, February, 1954, pages 27-28 (in Dutch). Traces of hypochlorite left in the powder used in the sprayer oxidized the copper of a bimetallic plate, which was then dissolved by the acid in the water tray on the press,

thus causing the gradual disappearance of the half-tone dots. *Printing Abstracts* 9, No. 5, May, 1954, page 1599.

Graphic Arts — General

***Producing Photographs Electrically.** British Patent 679,715. Battelle Memorial Institute. *Abridgement of Specifications* Group XX, 1954, page 318. A method of making a powder image comprises producing an electrostatic charge image on an insulating image layer and flowing over the said layer a developer mixture of a powder which is attracted or repelled by electric charges and of a granular carrier, which powder and carrier are charged triboelectrically by contact with one another, said powder having a charge of opposite polarity and said carrier having a charge of the same polarity as that of the charge on the insulating image layer. The insulating image layer is either a photoconductive insulating layer (i.e. an insulating layer that is rendered conductive, when struck by light, at the parts so struck) on which an electrostatic charge image is produced by photographic exposure after uniform charging, or an insulating layer conforming in area to the desired image, the electrostatic charge image in this case being produced by charging the insulating layer.

***Color Matching Apparatus.** U. S. Patent 2,686,452. E. P. Bentley. *Official Gazette* 685, No. 3, August 17, 1954, page 566. A color matching device comprising a hollow reflecting sphere having therein an incandescent electric lamp as a source of white light, spaced mounts for the color samples in the wall thereof, whereby the samples are continuously illuminated, means for cutting off direct illumination of said samples by said source, separate openings each having stray light preventing means in said sphere from which light from the two samples separately emerges in converging beams, a photomultiplier tube, a mirror located in the common path of said beams, means for rotating and wobbling the same whereby first one and then the other of said beams is alternately and rapidly directed on said cell without cutting off either beam, an amplifier feedback network for preventing variations in voltage supplied to said lamp or tube from affecting the output of said tube, a commutator synchronized with said mirror rotating means for separating the output of said tube during the periods of elimination from one beam from those of the other beam, and a zero reading meter in which the integrated outputs of one beam are matched against the integrated outputs of the other beam whereby the presence and amount of mismatch is indicated.

***Means for Checking Superposed Impressions on a Moving Web.** U. S. Patent 2,686,453. J. J. Bogert. *Official Gazette* 685, No. 3, August 17, 1954, page 566. 1. An apparatus for observing successive printed designs equidistantly spaced on a moving web, comprising a rotary reflecting member having a plurality of light reflecting surfaces extending across such web, observing means positioned to view said reflecting member, a first Selsyn motor to drive said rotary member successively to present said light reflecting

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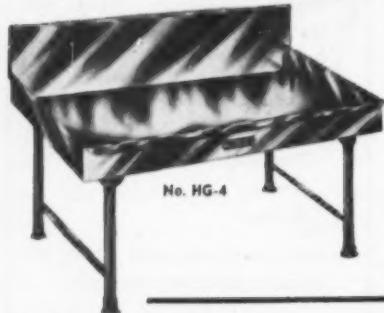
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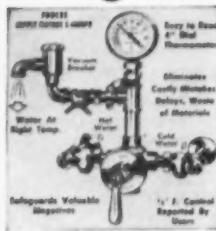
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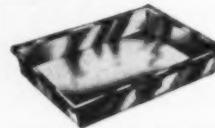
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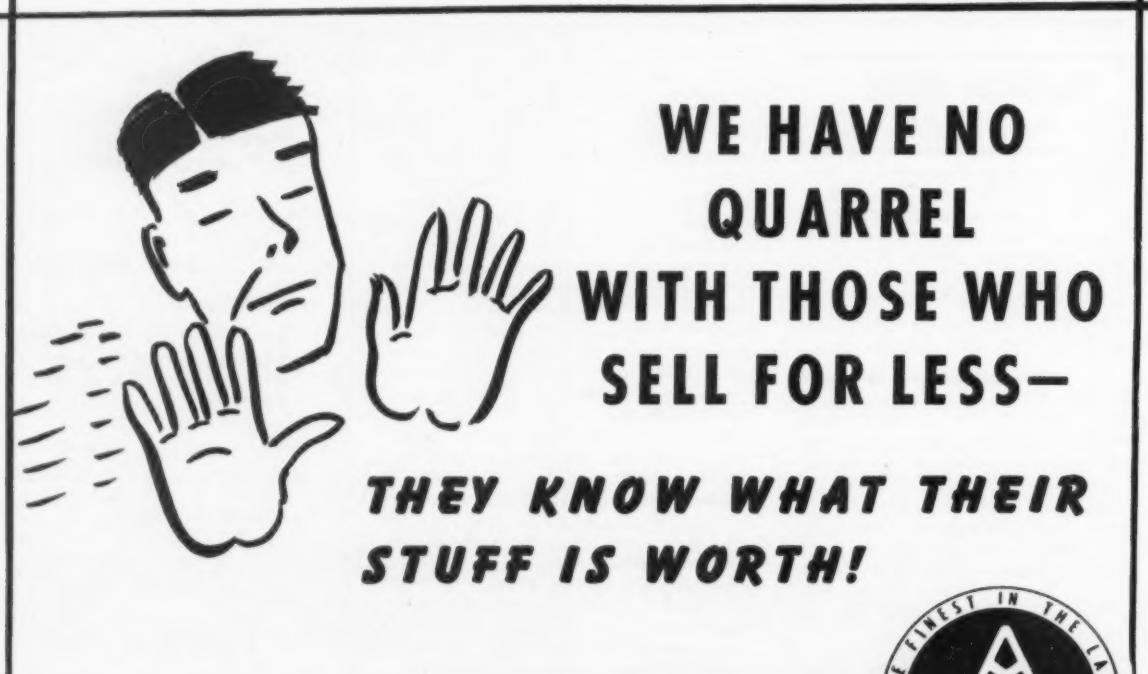
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surfaces by its rotary movement to receive and reflect successive light rays from the moving designs, a second Selsyn motor electrically connected to said first Selsyn motor, means to rotate second Selsyn motor in synchronization with the movement of said web thereby to rotate said first Selsyn motor in synchronization with the movement of said web, a differential Selsyn motor electrically connected between said first and second Selsyn motors, means to rotate the rotor of said differential Selsyn motor to change the phase of said first Selsyn motor in predetermined manner with respect to the phase of said second Selsyn motor thereby to adjust the relative position of said light reflecting surfaces with respect to said web, means to move a portion of such printed web in a straight observable path and means to observe an area adjacent the portion of such web moving in a straight observable path, said means comprising an arm, a pair of inclined reflecting mirrors on such arm, one of said mirrors having its reflecting surface directed towards such area adjacent the web to reflect rays of light therefrom onto said second mirror, and said second mirror having its reflecting surface directed toward said observing means to reflect the rays of light thereto.★★

PURCHASE PLANNING

(Continued from Page 50)

Additional items for your plant superintendent to plan are — where will the new machine fit into your production line? Will the floor stand the extra weight? Will the new acquisition require auxiliary equipment or costly changes in your present equipment? These items must be included in the estimated costs of your investment.

Your union contract should be reviewed because you may find that you can save on your press complement by reducing the size of your press slightly. We were about to order a new 22 x 34 press which, as you know, takes two men, when we changed our minds and placed our order for a 22 x 29, requiring one man. The new press is serving our purposes just as well as the larger press would have and we have saved money on the initial cost as well as on our running expenses.

Your sales manager should be consulted when you are planning the new purchase. He is the man you will charge with the responsibility for keeping the equipment running to capacity. He must know where to increase his present sales or be aware

whether or not there is a potential market for a new or specialty field you may wish to enter. When he knows all about the machine he may surprise you by creating some new uses not at first evident. He will want to study the jobs that were lost; not alone because of price — but perhaps for lack of the most efficient equipment which caused you to lose the order.

You should have some idea of the volume you expect to have on the new machine. Can you afford to run the machine at 25% of capacity, or do you propose to delay your purchase until you can at least recover your costs? There is one thing in management that we all realize and that is — a good salesman must be bubbling over with optimism. So knowing your man, you will have established in your own mind the proper discount to be applied to any figures he may give you.

Financing

The most conservative way of financing your new acquisition is to set aside your depreciation amounts

in a cash reserve fund, or preferably in some type of government note or bond. In this way you will be earning a little interest until you are ready to make your purchases. Of course in times of inflation, your reserve fund will be insufficient, and that is why you should retain some of your profits for replacements and growth. That is the ideal way of financing your purchases, but few printers are fortunate enough to be able to do just that. Even the larger printers have their troubles. One of them commented on this subject a couple of weeks ago that in spite of their replacing their machines at regular intervals, they had to borrow to purchase a new press. The original press cost just under \$300,000, and to replace it meant almost an expenditure of a million dollars.

You generally can obtain a loan from your bank, but be sure to establish a line of credit with your banker so that he is familiar with your manner of repaying. It is a wise procedure to have a certified statement from your accountant sent to your bank at

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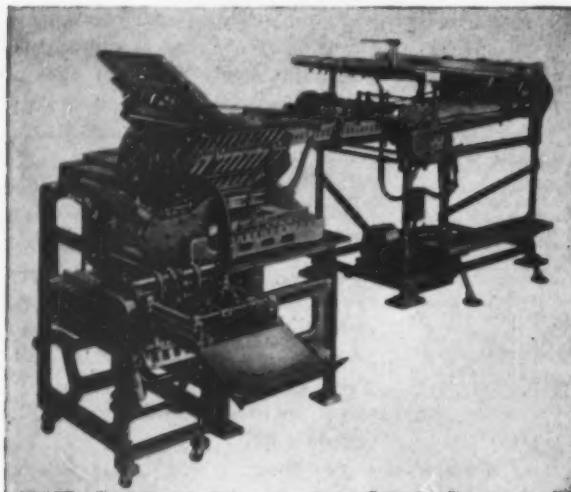
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fairly regular intervals. Some banks will not advance loans for machinery in excess of the amount you charge off annually for depreciation.

Of course, most of the equipment manufacturers handle machine sales on a chattel mortgage basis.

The insurance companies are now financing large machine purchases by notes of leaseback arrangements. In any leaseback arrangement, there must not be the slightest suggestion of a privilege to purchase at any time, for if there is, the government will not allow any expense deduction, but you will have to capitalize your payments to the insurance company.

Another method of financing your new machine is to rent it. There are companies who will buy a machine for you and then rent it to you. It is my understanding that in the case of machines, this can be very expensive.

There is another way and that is issuing bonds, or your partners or stockholders can invest further funds in the business.

Things to Consider

Whatever the reason may have been for acquiring the equipment, management is measured by the return on the investment, and so to be sure that its decision is a correct one, all interested parties should be brought into the picture. It is easier to obtain cooperation by giving others a part in making the decision to buy, than to try to sell new equipment to the plant after the machine is installed. Therefore, the plant superintendent should have the opportunity, if he hasn't originated the request for the purchase, to investigate the new machine and compare it with your present equipment.

He should be familiar with any structural changes to know whether or not his men can operate it efficiently. Will a training period be needed? On the other hand, will new experienced help be required and are they available? There have been cases where the new equipment stood idle because the right man could not be found immediately.

Another question which must be considered is — will the foreman be able to make any saving in help by the new purchase? If so, must some

employees be let out, or will you train them for another job? If this is done, will the change result in any saving in the long run? These can be troublesome problems and your foreman should be well aware of this situation.

However you finance the new purchase, be sure you know just how it is going to affect your financial statement, particularly as to your working capital.

Your treasurer or comptroller should certainly have an opportunity to study and present figures from your 9-H sheet or machine cost center report as to your current production experience and compare it with a very accurate forecast of what the new equipment will do. Consideration should be given to speeds as advertised by the manufacturers. It may well be that the type of work you propose to turn out will not permit you to obtain the maximum speeds claimed for the equipment.

Ratios

In line with the studies which your accounting office should make, I would like to summarize an example from the recent publication of the Printing Industry of America, Inc., "How to Use P.I.A. Ratios for Better Printing Management."

If you are contemplating an investment of \$30,000 and have developed your ratios along the pattern of the P.I.A., you have some very good material to follow. Let us presume your company lines up to the ratio of the P.I.A., you would find that a company having a sales volume of \$500,000 to \$750,000 should have a ratio of 344.5 of sales to gross plant investment. So, on a \$30,000 investment, you will need to increase your sales approximately \$100,000.

The next item which you will need to check is that you will require more sales help to develop the sales for the new equipment. Continuing with the same size company, the average ratio of selling expense to sales is 7.12%, so that your salaries and commissions for the sales staff will increase by about \$500 per month. If you pay for the press outright, you are going to deplete your cash by \$30,000, which is a sizeable item and should be given very careful consid-

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eration. On the other hand, if you make a down payment of 25%, you will then reduce your cash, \$7,500. If the balance is to be paid over a period of three years, you will then have notes which will further deplete your working capital by another \$7,500, shown on the liabilities side, so that you have reduced your working capital by \$15,000. Of course the balance of \$15,000 would be a long term liability.

With the acquisition of a new press, you will need a further investment in materials and since it takes some time in the business cycle to convert your materials to work in process, to accounts receivables, and then back into cash, you will have to provide about \$3,000, which is arrived at by multiplying the ratio of material used, 36.09%, by the monthly sales volume, which is \$8,300 in this case.

If this is additional equipment, you will undoubtedly increase your working force, and the ratio of direct labor to the sales volume is 31.10%, or \$2,600. You will further have an added investment in accounts receivable and if your ratio of sales to receivables is, say 557, dividing this into 365 gives you 66 days of sales in receivables. The additional monthly sales estimated at \$8,300 carried for 66 days would mean approximately \$18,000 of additional capital to finance the new receivables. In other words, your additional working capital would be \$15,000 for equipment; \$3,000 for materials; \$2,600 for direct wages, and \$18,000 for receivables, plus \$500 for selling salaries and commissions; or a total of \$39,-

100. If you omit \$15,000 as additional investment, you will find that your profit a month would amount to \$2,200, which means that it would take you 18 months to earn the additional working capital of \$40,000 that you need.

You will want to know something about the turn-in value of your old equipment and whether or not to trade it in against the new purchase or sell it outright. If it is sold it should be at a safe distance so that you won't be competing against your old equipment.

You will note throughout this paper, there has been a cautious attitude concerning the results of additional equipment purchases. However, it may well be with the installation of this new machinery that your volume will increase to such an extent that a machine method of accounting will be feasible.★★

BUYERS

(Continued from Page 51)

imagination, a workable knowledge of lithography and a knowledge of the services of their shops.

The economy, speed and flexibility are the big three in favor of offset, according to Mr. White. He cited the case of printing schedules with last minute changes for the TWA routes and said that litho enabled quick completion of the job, because of the speed inherent in the process. He displayed a jumbo TWA calendar which he said could be done satisfactorily only by offset.

Highlights of the question and answer session which followed the formal talks follow:

Question: Is an overrun or under-run of 10% acceptable?

Bisson: No, I am utterly opposed to this practice.

Q: Why do important buyers of printing deal with brokers who have no printing equipment?

Jackson: Didn't know about this situation and advised against it.

Q: How many bids do you like to have before awarding a printing job?

White: Two or three for most jobs, sometimes as many as 10 for important ones.

Q: Should buyers pay storage costs?

Jackson: No, unless stored for a long time. Squitieri: No.

Q: Why do some buyers ask for delivery in 10 days when they could wait 12?

White: It's a bad situation, reflecting lack of confidence in both directions.

Q: Are buyers interested in knowing the kinds and sizes of equipment in the litho shop?

Bisson: Yes. Particularly where large or special jobs are concerned.

Q: What do you want from a salesman?

White: Ability to do estimate on spot. Bisson: Wants the salesman "to do the job for me" after it leaves the office.

Q: Are you impressed by promotional efforts of litho houses?

Bisson: Anything of a helpful nature is welcome.★★

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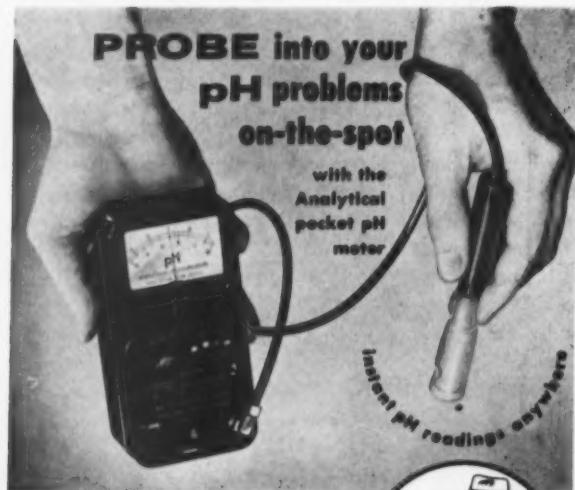
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Superintendent—Offset Pressroom	MIDWEST	\$7,800
Foreman—Offset Pressroom—4-color exp.		\$6,500-7,500
Foreman—Trade Bindery (pamphlet)	MIDWEST	\$7,000-8,000
Estimator—Offset	SOUTHWEST	\$5,200
Estimator—Offset	WEST COAST	\$6,500
Industrial Engineer—Bus. Forms	MIDWEST	\$5,000-6,000
Copywriter—Agency exp.	MIDWEST	\$10,000

GRAPHIC ARTS EMPLOYMENT SERVICE

Helen M. Winters, Mgr.
Dept. M-10, 307 E. 4th Street
Cincinnati 2, Ohio

List Your Confidential Application With Us

LITHOGRAPHER-SUPERINTENDENT

Nationally known manufacturer desires a man (under 40) to assume a permanent position of Lithographer-Superintendent in a metal decorating plant. Must have experience in operation of printing presses used in metal decorating along with supervisory ability. Knowledge of platemaking, design and art work would be helpful. An excellent position with promotional opportunity. State age, experience, formal education, background and salary desired.

**Box No. 556
Modern Lithography
175 5th Ave., N.Y. 10, N.Y.**

EGA

the RELIABLE Supplier
to the Lithographer

for SERVICE call **B**Ryant 9-8480
EASTERN GRAPHIC ARTS SUPPLY CO.
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HERBERT P. PASCHEL

Graphic Arts Consultant

118 East 28th St. — New York, N. Y.
MURray Hill 6-5566

MUST MOVE
Harris 42x58 2-color Model LSK—1942
Harris 35x45 2-color Model LST—1949
Harris 35x45 1-color Model LSS—1950
Harris 22x34 1-color Model LTN—1947
Webendorfer 22x29—1950
LITHOGRAPHIC EQUIPMENT CORP.
CASEY JONES
500 Fifth Ave. N.Y.C. BRYANT 9-1133

leading check lithographers . . .



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... find welcome *added profits* in the superior pressroom behavior of Tub-sized, Air-dried, Moisture-measured Whale Safety Paper. Unchallenged safety features. Fast, *as-promised* shipping service. Choice of eight colors and several Mill Brand surface stock designs. Special colors and private designs available in reasonable minimum making quantities. Sample books available from leading paper merchant distributors or write to mill.

for . . .
sharper printing
longer press runs
cleaner reruns

Order Unconditionally Guaranteed
PREMIER
marble-grained
ZINC OR
ALUMINUM **PLATES**
Top quality
... economical
IMMEDIATE DELIVERY
on all sizes
Try our fast, dependable
REGRANING SERVICE

PREMIER GRAINING CO.
2440 S. Prairie Avenue • Chicago 16
DAnube 6-1030
DEALER INQUIRIES INVITED

You need the best!

The best plates produce the best printing. Expert offset plate graining saves you money in the long run by permitting quality work and smooth press performance. The skill and experience of ALJEN SERVICE assures the best. Careful and competent handling of your plate problems. Zinc or aluminum plates, any size.

ALJEN ASSOCIATES

1215 Primrose Street

Cincinnati 23, Ohio

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DESIGNED & BUILT TO
YOUR SPECIFICATIONS
BY
**GEORGE
HANTSCHO**

22½" x 36" HIGH SPEED
PUBLICATION PRESSES
NOW IN PRODUCTION

**GRAPHIC ARTS
MACHINERY, INC.**

37 South 3rd Avenue • Mount Vernon, N.Y.
Mount Vernon 7-2200

MAKERS OF THE
FINEST QUALITY COLOR PLATES
FOR
**OFFSET
LITHOGRAPHY**

THE
STEVENSON
PHOTO COLOR SEPARATION CO.

400 PIKE STREET
CINCINNATI 2, OHIO

TWO COLOR PRESSMAN: Capable of quality process color work to qualify as four color pressman. Will serve for limited time as second pressman on four color press before promotion to first pressman on night shift. This is a permanent position on 40 hour week with a large Southwestern lithographer specializing in quality color work. Give details of experience, in answer. All replies confidential. Address Box 562, c/o *Modern Lithography*.

Situations Wanted:

COMBINATION OFFSET PHOTOGRAPHER: Stripper & Platemaker thoroughly experienced in line, halftone and color. Steady and dependable. Seeking steady employment with progressive plant. Will go anywhere. Address Box 560, c/o *Modern Lithography*.

PLATE-MAKER: Fifteen years experience Albumen, deep etch and tri-metal. Also Lanston photo composer. Locate anywhere. Address Box 539, c/o *Modern Lithography*.

COMBINATION CAMERAMAN: Stripper, platemaker, four years experience in charge of twelve man platemaking department plus eight years experience as working foreman of a complete small plant. Seeks new connection. Will consider any location for good opportunity. Address Box 540, c/o *Modern Lithography*.

STRIPPER: Ten years experience close register color work, familiar camera and platemaking, desires relocation with small progressive firm. Address Box 554, c/o *Modern Lithography*.

ENGINEERS: Consultants on printing, designers of rotogravure, flexographic and gravure offset presses for industrial applications. If your printing is not up to standard, costs too high or you have a special problem, consult us, our services are available on a yearly or project basis, E. A. Crawford Co., Box 216, Edgewood Station, Providence, R. I.

TECHNICAL DIRECTOR for progressive company, interested in development of low cost process color methods. Bring to Problems five years practical experience in "Pleasing Color" and broad scientific background. Specialist in controlled

production of masked separations from Transparencies. Address Box 558, c/o *Modern Lithography*.

For Sale:

FOR SALE: Webendofer 2 unit perfector, 35" width 22 1/4" cutoff. Equipped with folder. Complete motor equipment. Approximately 6 years old. Address Box 550, c/o *Modern Lithography*.

WILL SACRIFICE: 40" circular screen in holder—120 line; 36" x 48" 2-color Harris Offset Press; 36" x 48" single color Harris Offset Press (both lately rebuilt). Address Box 551, c/o *Modern Lithography*.

FOR SALE: 24" Robertson Gallery Camera, 24" Directoplat vacuum back, 33" Zeiss lens, 4 arc lights. New Whirlers, Vacuum Frames, Stripping Tables, Oscar J. Ianello, Apex Printing Machinery Company, Inc., 210 Elizabeth St., New York City, New York.

FOR SALE: 35" x 45" HARRIS LSS offset, excellent condition. Available at once. Save thousands. Will load. Terms. Turner Printing Machinery, Inc., 2630 Payne Avenue, Cleveland 14, Ohio. TO 1-1810. Branches—Chicago, Detroit.

FOR SALE: 22" x 34" HARRIS LTN offset, AC motor. Late style stream feeder. Press only 3 years old. Like new. Turner Printing Machinery Inc., 2630 Payne Avenue, Cleveland 14, Ohio. TO 1-1810. Branches—Chicago, Detroit.

FOR SALE: 1—#3 & 1—#4 Lanston Monotype Step-Repeat Machine with register devices and negative holders. Address Box 552, c/o *Modern Lithography*.

FOR SALE: Gelb and Macbeth 35, 50 and 70 Amps. overhead printing lamps. Singer Engineering Co. for complete

High Gloss Plastic Coating
Lacquering-Varnishing-Gumming
Best Quality & Service
PAPER CONVERTING & FINISHING CO.
118 N. Ada St., Chicago 7, Ill.
Phone Haymarket 1-7904

DISTRIBUTORS WANTED

Established lithographic supply houses to market high grade offset printing blankets to paper and metal lithographers in any part of United States. Those having wide range of sales contacts preferred.

Box 558, c/o Modern Lithography

platemaking equipment, 248 Mulberry St., New York, N. Y.

WILL SACRIFICE: 40" circular screen in holder—120 line; 36" x 48" 2-color Harris Offset Press; 36" x 48" single color Offset Press (both lately rebuilt). Darling-Payne Corp. 82 Beekman Street, New York 38, New York.

Levy Screens for sale. Perfect condition. Practically new. One 23 1/2" circular screen 133 line and 20 x 24 rectangular screen 133 line. Address Box 561, c/o *Modern Lithography*.

Buy Surplus printing presses equipment supplies from U. S. Government. Send \$1.00 for Government Surplus Bulletin to Surplus Bulletin, Box 213B, East Hartford 8, Conn.

Wanted:

WANTED: Large size photo composing machine. State conditions and details. Address Box 559, c/o *Modern Lithography*.

To Show Chicago Art

The 22nd annual exhibition of advertising and editorial art sponsored by the Art Directors Club of Chicago, is to open Oct. 28 in Diana Court Bldg., at 540 N. Michigan Ave., following a Sheraton Hotel banquet at which medals and merit awards will be presented. Commercial and editorial art in four categories, produced since Sept. 1, 1953, in the area from Pittsburgh to Denver and from Canada to New Orleans, is eligible for the competition.

Incorporates in N. Y.

Lowery & Schwartz, Inc., lithographing, printing, 20 Van Dam Street, New York, N. Y., has been incorporated. Directors are Grace Ferretti, 30 University Place, S. I., N. Y.; James Ciannella, 67-66 108th St., Forest Hills, N. Y.; and John Bove, 38 Morton Ave., Massapequa, L. I., N. Y.

School Adds Litho Press

A new photo-lithographic press has been installed in the printing department of Burgard Vocational High School, Buffalo, N. Y., it was announced by John C. Heinike, head of the department. The press is part of \$40,000 worth of new linotype, typography, press and lithography equipment purchased for Burgard.

Photon Installed in Mass.

The first commercial installation of a Photon, photo-typesetting machine, was made in September at the plant of the Quincy, Mass., *Patriot Ledger*. It will be used in conjunction with the new Dow magnesium etching process for producing light metal plates for newspaper production.

Another project using the Photon is the setting of a Bible for production this fall. This work is being done with a machine in the work shop of Graphic Arts Research Foundation, Inc., Cambridge, Mass., which has been developing the machine. This electronic machine is based on the Higgonet-Moyroud machine developed in France.

Letterhead Winners Named

The first Nekoosa Bond national letterhead contest, carrying an approximate \$14,000 prize list, came to a successful close last month with a total of 236 cash prizes awarded to 187 printers and lithographers from coast to coast.

More than 800 entries were received in this first contest conducted by the makers of famous Nekoosa Bond. Contest judges, all nationally-known figures in their respective fields, were Henry Hoke, publisher, *Reporter of Direct Mail Advertising*; Edward N. Mayer, Jr., president, James Gray, Inc., New York agency specializing in direct mail advertising; and Richard Gangel, circulation art director, Time, Inc.

The contest was aimed to emphasize the importance of distinctive, smart-looking letterheads. In addition to the selection of three national winners, each of the company's 130 Nekoosa paper merchants conducted local contests for the printers they serve, thus giving all printers an equal chance.

Winner of the \$250 national first prize was a four-color, complete business stationery plan, featuring contemporary design, produced by L. W. Obenchain & Co. for the Ehret Engraving Co., Denver. Duplicate prizes were awarded to the merchant salesmen who supplied the printer, and in this case the winner was

Herman S. Brown, of Butler Paper Co., Denver.

Second prize, totaling \$200, was awarded to Famous Artists Painting Course, Westport, Conn., which submitted its own business letterhead. This was a two-color letterhead personalized by small half-tone portraits.

Third prize, amounting to \$125, went to Centennial Press, Indianapolis, which entered its own letterhead, also a two-color production.

Winners were chosen on the basis of design, conception, treatment and mechanical perfection of reproduction.

New Book Machine

Printing Industries Equipment, 135 West 20th Street, New York City, has introduced a new hydraulically operated self-adjusting automatic rounder and backer. This machine will round and back library or edition books of varying thicknesses and has been designed in such a manner that there is no adjustment required for these varying thicknesses. Literature is available from the company.

British Firm Adds Machine

E. S. & A. Robinson Ltd., Bristol, England, recently installed its third Rutherford photo composing machine, and the fourth is on order, according to Ed Reed, Rutherford Machinery Co., Long Island City, N. Y. The British company's Canadian division in Toronto also has the same type of machine in its plant.

Ga. Assn. Joins PIA

James J. Rudisill, president of Printing Industry of America, announces the affiliation of The Association of Georgia Printers, Inc., with Printing Industry of America. This is a state association in addition to the present Printing Industry of Atlanta.

New Machines Announced

Two new Champion envelope making machines and a diagonal web attachment for a Champion web fed envelope machine have been announced by F. L. Smithe Machine Co., Inc., 645 W. 44th St., New York 36, N. Y.

Trade Events

Advertising Essentials Show, Hotel Biltmore, New York, Nov. 15-17.

Printing Industry of America, annual convention, Nov. 15-18, Statler Hotel, Detroit.

Printing Week, January 16-22, 1955. Everywhere.

National Assn. of Litho Clubs, annual convention, May 6 and 7, Schroeder Hotel, Milwaukee.

Technical Assn. of the Graphic Arts, annual meeting, Boston, May 9-11, 1955, Somerset Hotel.

Research & Engineering Council of the Graphic Arts Industry, annual meeting, Parker House, Boston, May 11-13.

Lithographers National Assn., annual convention, June 20-23, Lake Placid Club, Lake Placid, N. Y.

International Assn. of Printing House Craftsmen, annual convention, August 7-10, Netherland Plaza Hotel, Cincinnati.

National Assn. of Photo-Lithographers, annual convention and exhibits, September 21-24, Statler Hotel, Cleveland.

Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CHICAGO—Chicago Lithographic Institute, Gleason House, 1800 S. Prairie Ave., Chicago 16, Ill.

CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.

LOS ANGELES—Los Angeles Trade Technical Junior College, 1646 S. Olive St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.

NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Stillwater, Okla.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South Rochester 8, N. Y.

PHILADELPHIA—Murrell Dobbins Vocational School, 22nd and Lehigh, Philadelphia, Pa.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.

ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
Wade E. Griswold, Exec. Dir.
131 East 39 St., New York 16, N. Y.

National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. V. P.
317 West 45 St., New York 36, N. Y.

Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave., New York 17, N. Y.

National Assn. of Litho Clubs
Frank H. Mortimer, Secy.
5917 33rd St., N. W.
Washington 15, D. C.

Printing Industry of America
James R. Brackett, Gen. Mgr.
719 15th St., N. W. Washington 5, D. C.

International Assn. of Printing House Craftsmen
P. E. Oldt, Exec. Sec'y.
307 E. Fourth St., Cincinnati 2.

29 YEARS OF OFFSET PLATE MAKING AND PLATE GRAINING

CHICAGO LITHO PLATE GRAINING CO.
INCORPORATED

TELEPHONE
STATE 2-8590

214-216 NORTH CLINTON STREET, CHICAGO (6)

COMPLETE OFFSET PLATE SERVICE

**SMOOTHER
PRINTING
PERFORMANCE**
with the new

EEZY-LITH
NUMBER **10**

- ELIMINATE PICKING and sticking on coated and card stock
- PREVENT OFFSET
- OVERCOME Tackiness in inks or blankets
- BRING ABOUT faster drying
- FREE FLOWING consistency in the ink for more even coverage on solids

MEMBER



Not to be confused with wax compounds, varnishes or driers. "EEZY-LITH #10" will not change the shade of the ink or harm the rollers, plate or blanket.

ROLL-O-GRAPHIC CORP.
Dept. M 133 PRINCE ST., NEW YORK, N. Y.

**"OK"ie Developing Ink
"OK"ie Negative Opaque**

Cameras, Lenses, Screens,
Arc Lamps, Printing Frames,
Whirlers and Sundries

Write today for prices and full information

E. T. Sullebarger Co.

900 S. WABASH AVE.
CHICAGO (5)

110 FULTON ST.
NEW YORK (7)

STOP STATIC ELECTRICITY
STATIKIL
TRADE MARK THE ORIGINAL
CANNOT BE DUPLICATED

GUARANTEED!
USED REGULARLY IN THE LARGEST
PLANTS IN THE NATION
\$3.00 per can \$30.00 per doz.

STATIKIL 1220 WEST 6th ST.
CLEVELAND 13, OHIO

STATIKIL—A DIVISION OF THE J. E. DOYLE CO.
Established 1914



**WEBENDORFERS
WANTED**

**Customers Waiting
BEST OFFERS**

**CHARLES A. FRENCH & CO.
WEBENDORFER OFFSET PRESS SERVICE**

230 W. 18 St. • Chelsea 3-5148 • New York

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no responsibility can be assumed for errors or omissions.)

Tale Ends

THREE'S no question about it, color printing is here to stay. The *Los Angeles Mirror* on September 15 began offering classified advertisements in color. Advertisers are required to take at least a five-inch ad to make use of it. It's run-of-paper color, red or blue in most cases. "I am no longer responsible for my wife's debts . . ." and run it in four colors, please.

★

Last year, Michael O'Leary, a lithographer of Eire (Ireland), ran across a copy of **MODERN LITHOGRAPHY** somewhere, and read it with great interest. He decided to correspond with some American lithographer, and selected the name of William E. Staudt, president of the Cincinnati Litho Club from our news columns.

Since then, they have maintained an interesting correspondence, and Mr. Staudt recently purchased a subscription for his friend, "as he'll enjoy and profit by the fine informative articles as much as I do."

★

Champion Paper owns and operates six planes in its air travel program, with seven full time pilots, flying more than two million miles since the first flight in 1946.

★

General Charles C. Haffner, board chairman and chief executive officer of R. R. Donnelley & Sons Co., Chicago, was selected to tell the story of printing in the Chicago area, Sept. 26, on a television documentary show, "This Is the Midwest," presented by the Columbia Broadcasting System from Station WBBM-TV, Chicago. Sponsored by the Chicago Association of Commerce and Industry, the series, which began last July,

has spotlighted each Sunday some great industry in the American "heartland" of which Chicago is the hub.

Advance announcements said viewers would see the production of telephone directories at the Donnelley plant with further glimpses of other big printing and lithographing plants around Chicago, followed by Gen. Haffner's talk.

★

C. L. Mortimer, president of Rogers, Kellogg, Stillson, Inc., has accepted the chairmanship of the Graphic Arts Division of the New York Arthritis and Rheumatism Foundation's 1954-55 campaign, it was announced last month.



Scram!

TOO many salesmen get the "scram treatment" when they arrive unheralded and unknown. Regular advertising is the best and the cheapest way to make your products and your firm known to buyers in advance,—helps salesmen sell more, better, faster. In the field of lithography this should mean advertising in

MODERN LITHOGRAPHY

175 FIFTH AVE.

NEW YORK 10, N. Y.

Member, Audit Bureau of Circulations

PLAN FOR QUALITY

There are seas of printed matter — and they can take you almost anywhere. Plan your printing craft for *quality* performance, and follow the safe course for smooth sailing charted and proved over sixty years — with *coated* papers from the *Cantine* Mill.

THE MARTIN CANTINE COMPANY, *Saugerties, N. Y.*
Specialists in Coated Papers Since 1888

Branches: NEW YORK and CHICAGO (In Los Angeles and San Francisco: Wylie & Davis)

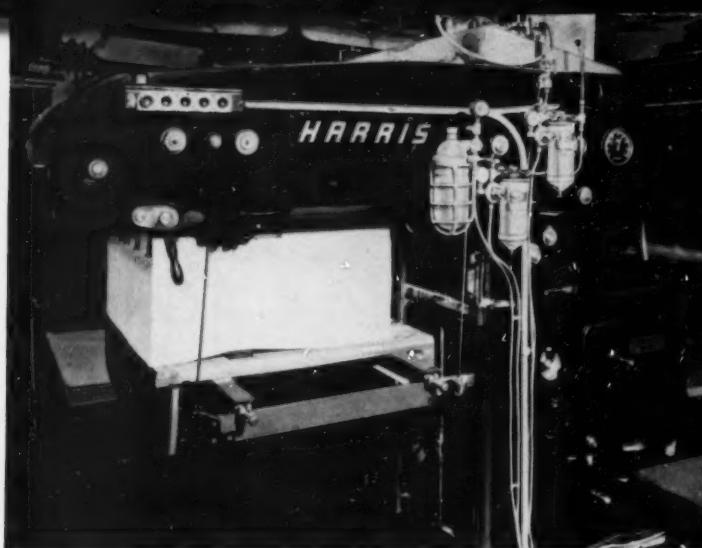
LETTERPRESS: Hi-Arts, Ashokan, M-C Folding Book and Cover, Zena, Catskill, Velvetone, Softone, Esopus Tints, Esopus Postcard

OFFSET-LITHO: Hi-Arts Litho C.1S., Zenagloss Offset C.2S. *Book and Cover*, Lithogloss C.1S., Catskill Litho C.1S., Catskill Offset C.2S. Esopus Postcard C.2S.

Cantine's COATED PAPERS



Wash-Up Machines. Cut down time, improve ink change-overs. Practically a necessity today for both offset and letterpress. Harris-Seybold supplies both Baldwin and International press washers.



Dry Spray Units. Fewer sheets spoiled by ink offsetting, even at higher speeds. This OMC unit applies a constant, almost invisible powder spray over the entire sheet.

Press Accessories from Harris-Seybold can help you to LOWER YOUR COSTS, INCREASE PRODUCTION

In recent years, well-engineered press accessories have come into their own. They are saving money, improving quality, and increasing net press output in hundreds of progressive plants.

They are not a cure-all for press-room problems, and should not be added indiscriminately. For this reason, press accessories are not furnished as standard equipment on Harris presses.

On an individual basis, according to your actual needs, Harris-Seybold can supply five basic press accessories. Distributed through our Special

Products Division, these are all top-quality products made by well-known firms. All meet rigid Harris engineering standards.

The pictures on this page illustrate the five basic accessories available through Harris-Seybold. Because of their daily contacts with a wide variety of printing plants, Harris-Seybold representatives can give you sound guidance on the profit potential of these accessories in your own plant.

For further information, contact the Harris-Seybold office nearest you, or just mail the coupon.

HARRIS-SEYBOLD COMPANY Special Products Division

Harris Division • Seybold Division • Chemical Division • Special Products Division
C. B. Cottrell & Sons Company • Macey Company • Harris-Seybold (Canada), Limited

Harris-Seybold Company
4510 East 71st Street
Cleveland 5, Ohio

Please send me more information on:

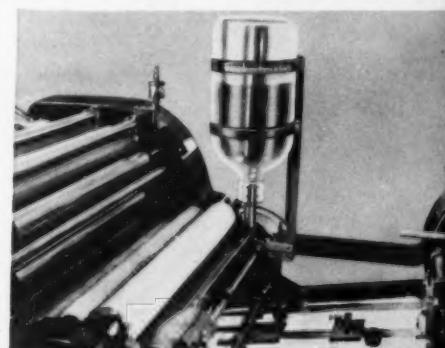
Wash-up machines Dry spray units
 Water levels Static eliminators
 Ink agitators

MR. _____

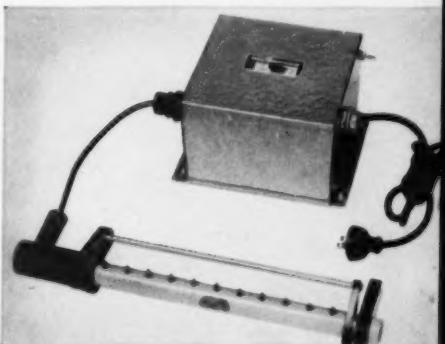
COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____



Water Levels. Free your pressman of a troublesome chore. Baldwin level automatically maintains the correct level of fountain solution, promotes color uniformity, saves press sheets.



Static Eliminators. Reduce time-consuming jams, trip-offs and bad jogging. This safety-tested Herbert Oxy Cold Bar unit minimizes static problems, even at higher press speeds.



Ink Agitators. Less ink wastage, better color control. Automatic agitation keeps ink constantly milled against fountain roller. Baldwin unit shown, Ortley also available.